

Public First Poll for Google Spain (Business) Business Count

Fieldwork: 10th May - 20th May 2023
Interview method: Online Survey
Population represented: Senior business decision makers in Spain
Sample size: 509

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by employee size (business count) and region to Nationally Representative proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team (polling@publicfirst.co.uk)

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35	To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile	93
36	To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business	96
37	To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers	99

38 There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ? 102

39 In general, how likely do you think it is that your business will explore AI tools more in the next year? 105

40 Does your business currently use any AI technology to do the following?Please select all that apply 108

41 In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans? 111

42 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks 114

43 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay 117

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47 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees 129

48 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology 132

49 In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools? 135

50 Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years? 138

51 Does your business currently use any generative AI tools to do any of the following?Please select all that apply 141

52 And which of the same list of tasks do you expect to use generative AI technology to do in the next five years?Please select all that apply 144

53 Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)? 147

54 And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)? 150

55 Overall, how familiar are you with Google s work with AI? 153

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(1.A) Where are your customers located?: Within your country

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Vast majority of our customers (75% +)	76%	62%	52%	82%	1%	80%	73%	78%	58%	7%	87%	68%	94%	69%	86%	81%	2%	97%
Significant majority of our customers (50-74%)	11%	7%	38%	7%	0%	10%	4%	11%	17%	88%	3%	15%	6%	16%	0%	18%	1%	1%
Significant proportion of our customers (25-49%)	4%	0%	0%	5%	1%	5%	4%	4%	1%	5%	2%	6%	0%	6%	0%	1%	1%	1%
Minority of our customers (10-24%)	5%	31%	0%	5%	0%	5%	9%	5%	23%	1%	1%	8%	0%	0%	13%	0%	96%	0%
Very small number of our customers (1-9%)	1%	0%	0%	2%	1%	1%	4%	1%	0%	0%	7%	3%	0%	0%	0%	0%	0%	0%
None of our customers	1%	0%	10%	0%	98%	0%	5%	2%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(1.B) Where are your customers located?: Within your country

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Vast majority of our customers (75% +)	76%	63%	67%	50%	67%	60%	67%	33%	100%	90%	73%	100%	100%	100%	85%	67%	100%	81%
Significant majority of our customers (50-74%)	11%	18%	0%	50%	0%	12%	0%	66%	0%	0%	18%	0%	0%	0%	8%	33%	0%	6%
Significant proportion of our customers (25-49%)	4%	0%	0%	0%	33%	0%	0%	0%	0%	0%	9%	0%	0%	0%	8%	0%	0%	0%
Minority of our customers (10-24%)	5%	9%	0%	0%	0%	28%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%
Very small number of our customers (1-9%)	1%	0%	33%	0%	0%	0%	0%	1%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%
None of our customers	1%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(1.C) Where are your customers located?: Within your country

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Vast majority of our customers (75% +)	76%	54%	55%	53%	73%	89%	0%	100%	100%	55%	82%	86%	65%	55%	78%	48%	100%
Significant majority of our customers (50-74%)	11%	5%	27%	34%	27%	0%	0%	0%	0%	45%	2%	8%	0%	7%	15%	45%	0%
Significant proportion of our customers (25-49%)	4%	22%	0%	0%	0%	4%	100%	0%	0%	0%	8%	0%	14%	0%	0%	0%	0%
Minority of our customers (10-24%)	5%	0%	0%	13%	0%	6%	0%	0%	0%	0%	9%	4%	0%	37%	7%	0%	0%
Very small number of our customers (1-9%)	1%	0%	18%	0%	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%	7%	0%
None of our customers	1%	19%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(2.A) Where are your customers located?: Within the EU / rest of the EU

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Vast majority of our customers (75% +)	39%	34%	36%	40%	0%	39%	31%	40%	25%	3%	2%	30%	52%	33%	17%	77%	97%	1%
Significant majority of our customers (50-74%)	5%	7%	18%	3%	98%	3%	11%	5%	9%	3%	2%	6%	0%	9%	0%	1%	0%	85%
Significant proportion of our customers (25-49%)	7%	29%	2%	6%	0%	6%	10%	7%	2%	45%	24%	6%	0%	10%	0%	9%	1%	1%
Minority of our customers (10-24%)	10%	1%	18%	9%	0%	11%	2%	8%	32%	46%	23%	4%	18%	10%	36%	10%	0%	6%
Very small number of our customers (1-9%)	20%	12%	11%	22%	1%	23%	22%	20%	24%	2%	50%	29%	10%	24%	14%	2%	1%	6%
None of our customers	20%	17%	15%	21%	0%	19%	24%	20%	8%	1%	0%	25%	19%	14%	33%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(2.B) Where are your customers located?: Within the EU / rest of the EU

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Vast majority of our customers (75% +)	39%	27%	33%	0%	100%	28%	33%	0%	75%	50%	45%	100%	61%	0%	23%	33%	50%	31%
Significant majority of our customers (50-74%)	5%	9%	0%	50%	0%	0%	33%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Significant proportion of our customers (25-49%)	7%	9%	0%	0%	0%	7%	0%	0%	0%	0%	18%	0%	0%	0%	0%	0%	0%	13%
Minority of our customers (10-24%)	10%	0%	0%	0%	0%	35%	0%	33%	0%	0%	18%	0%	15%	0%	8%	33%	0%	12%
Very small number of our customers (1-9%)	20%	36%	66%	0%	0%	30%	33%	1%	25%	20%	0%	0%	8%	0%	31%	0%	0%	25%
None of our customers	20%	18%	0%	50%	0%	0%	0%	33%	0%	30%	18%	0%	15%	100%	38%	33%	50%	12%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(2.C) Where are your customers located?: Within the EU / rest of the EU

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
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Vast majority of our customers (75% +)	39%	38%	0%	21%	43%	46%	100%	33%	13%	44%	45%	41%	33%	19%	50%	50%	0%
Significant majority of our customers (50-74%)	5%	19%	21%	9%	7%	0%	0%	0%	0%	0%	4%	0%	20%	26%	0%	22%	0%
Significant proportion of our customers (25-49%)	7%	0%	0%	24%	7%	3%	0%	0%	0%	18%	9%	2%	1%	0%	9%	0%	0%
Minority of our customers (10-24%)	10%	5%	5%	16%	14%	8%	0%	21%	17%	11%	16%	6%	0%	7%	23%	0%	1%
Very small number of our customers (1-9%)	20%	0%	64%	25%	16%	19%	0%	0%	32%	11%	16%	32%	17%	12%	12%	28%	1%
None of our customers	20%	38%	10%	6%	12%	24%	0%	46%	37%	16%	11%	20%	29%	37%	4%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(3.A) Where are your customers located?: Outside the EU

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
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Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Vast majority of our customers (75% +)	4%	0%	0%	4%	0%	4%	4%	4%	0%	1%	1%	1%	6%	0%	0%	0%	0%	0%
Significant majority of our customers (50-74%)	9%	18%	24%	5%	0%	7%	10%	9%	9%	1%	1%	10%	0%	10%	30%	0%	0%	85%
Significant proportion of our customers (25-49%)	3%	0%	11%	2%	98%	0%	5%	3%	9%	3%	2%	4%	0%	9%	0%	1%	0%	1%
Minority of our customers (10-24%)	2%	0%	0%	3%	0%	3%	2%	2%	1%	3%	3%	3%	4%	0%	0%	0%	1%	1%
Very small number of our customers (1-9%)	26%	35%	40%	23%	1%	27%	31%	24%	49%	89%	51%	30%	31%	15%	14%	20%	98%	7%
None of our customers	56%	46%	25%	62%	0%	59%	49%	58%	33%	3%	43%	51%	59%	66%	56%	79%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(3.B) Where are your customers located?: Outside the EU

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Vast majority of our customers (75% +)	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	8%	0%	0%	6%
Significant majority of our customers (50-74%)	9%	9%	33%	50%	0%	0%	0%	33%	0%	0%	9%	0%	0%	0%	8%	0%	0%	19%
Significant proportion of our customers (25-49%)	3%	18%	0%	0%	0%	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Minority of our customers (10-24%)	2%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%	0%	0%	0%	0%	0%
Very small number of our customers (1-9%)	26%	9%	66%	0%	100%	70%	66%	1%	75%	40%	18%	40%	8%	0%	8%	67%	0%	13%
None of our customers	56%	54%	0%	50%	0%	30%	34%	33%	25%	60%	63%	60%	77%	100%	77%	33%	100%	62%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(3.C) Where are your customers located?: Outside the EU

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
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Vast majority of our customers (75% +)	4%	0%	0%	0%	0%	7%	0%	0%	0%	0%	12%	0%	0%	0%	0%	27%	0%
Significant majority of our customers (50-74%)	9%	0%	21%	22%	7%	5%	0%	0%	0%	18%	12%	3%	0%	12%	7%	45%	0%
Significant proportion of our customers (25-49%)	3%	24%	0%	0%	0%	3%	0%	0%	0%	0%	9%	0%	20%	7%	0%	0%	0%
Minority of our customers (10-24%)	2%	0%	0%	0%	15%	0%	0%	21%	0%	16%	0%	0%	0%	0%	4%	0%	0%
Very small number of our customers (1-9%)	26%	22%	24%	46%	29%	20%	100%	0%	22%	47%	23%	21%	44%	29%	19%	28%	0%
None of our customers	56%	54%	55%	31%	48%	66%	0%	79%	77%	19%	46%	76%	35%	52%	70%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(4.A) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
None of the above - we do not sell to customers or clients	9%	8%	0%	11%	0%	11%	7%	10%	0%	0%	0%	11%	16%	3%	0%	0%	0%	0%
Physical store or location	46%	15%	52%	47%	2%	47%	39%	45%	65%	50%	75%	36%	56%	54%	45%	57%	1%	98%
Online (directly)	41%	59%	31%	41%	2%	45%	47%	40%	58%	52%	56%	31%	48%	54%	14%	56%	99%	13%
Direct negotiation and/or sales	35%	32%	41%	34%	1%	38%	15%	32%	89%	93%	7%	25%	29%	52%	78%	97%	100%	4%
Online (through a third party)	30%	1%	22%	33%	1%	27%	36%	28%	57%	51%	89%	29%	29%	38%	23%	73%	1%	13%
Telephone order	27%	44%	32%	25%	1%	28%	30%	27%	34%	48%	25%	21%	19%	41%	39%	56%	98%	2%
Mail order	10%	17%	13%	9%	99%	10%	12%	9%	32%	46%	2%	13%	10%	9%	0%	10%	1%	1%
Other (Please Specify)	1%	0%	0%	2%	0%	1%	0%	1%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(4.B) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
None of the above - we do not sell to customers or clients	9%	0%	0%	0%	0%	0%	0%	0%	25%	20%	27%	40%	0%	0%	0%	33%	0%	6%
Physical store or location	46%	64%	0%	0%	100%	65%	0%	67%	75%	40%	36%	20%	85%	0%	39%	33%	50%	44%
Online (directly)	41%	36%	33%	0%	0%	64%	66%	34%	25%	10%	27%	0%	39%	100%	69%	67%	0%	50%
Direct negotiation and/or sales	35%	18%	34%	50%	0%	96%	67%	66%	25%	20%	9%	40%	46%	0%	46%	33%	100%	50%
Online (through a third party)	30%	46%	34%	0%	0%	66%	33%	33%	0%	20%	27%	0%	8%	0%	39%	33%	0%	31%
Telephone order	27%	9%	33%	50%	33%	35%	100%	33%	25%	20%	18%	0%	31%	100%	46%	0%	0%	13%
Mail order	10%	9%	0%	0%	0%	34%	33%	33%	0%	10%	9%	0%	0%	100%	8%	0%	0%	13%
Other (Please Specify)	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(4.C) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
None of the above - we do not sell to customers or clients	9%	0%	0%	6%	3%	14%	0%	46%	0%	18%	14%	11%	13%	0%	0%	0%	0%
Physical store or location	46%	27%	0%	27%	67%	53%	0%	21%	34%	63%	58%	28%	57%	55%	74%	34%	99%
Online (directly)	41%	16%	69%	49%	57%	35%	0%	53%	39%	38%	46%	37%	25%	55%	63%	27%	1%
Direct negotiation and/or sales	35%	5%	51%	17%	42%	41%	0%	0%	93%	21%	47%	31%	17%	63%	45%	0%	1%
Online (through a third party)	30%	43%	20%	27%	41%	27%	100%	1%	50%	1%	32%	35%	38%	14%	26%	44%	0%
Telephone order	27%	16%	36%	36%	35%	23%	0%	21%	48%	28%	16%	26%	23%	26%	36%	56%	1%
Mail order	10%	57%	15%	0%	10%	6%	100%	0%	33%	0%	6%	6%	45%	0%	0%	6%	0%
Other (Please Specify)	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	21%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(5.A) When did your business first start selling online?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	361	65	197	99	25	294	105	48	83	97	133	55	31	41	32	67	33	95
Weighted	281	18	30	233	0	249	96	255	23	2	1	123	66	46	10	11	6	1
Started selling online in the last year	14%	0%	0%	17%	4%	15%	16%	15%	1%	2%	0%	25%	0%	0%	0%	0%	0%	1%
During the Covid-19 pandemic (2020 to 2021)	26%	1%	47%	25%	48%	25%	17%	23%	62%	5%	9%	37%	18%	0%	62%	82%	1%	1%
Started selling online between 2015 and 2020	37%	51%	51%	34%	26%	41%	35%	36%	37%	88%	67%	25%	45%	70%	38%	14%	98%	88%
Started selling online before 2015	21%	0%	1%	24%	22%	15%	23%	22%	1%	5%	24%	14%	37%	30%	0%	3%	1%	9%
Don't know	3%	47%	0%	0%	0%	3%	9%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Sell products online

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(5.B) When did your business first start selling online?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	361	63	13	4	1	8	9	3	8	14	62	4	20	1	96	8	1	46
Weighted	281	59	9	0	0	20	15	4	5	7	43	0	11	3	64	10	0	32
Started selling online in the last year	14%	0%	0%	0%	0%	0%	0%	0%	0%	33%	40%	15%	0%	0%	20%	0%	0%	22%
During the Covid-19 pandemic (2020 to 2021)	26%	37%	99%	0%	0%	59%	0%	51%	1%	67%	20%	85%	40%	0%	10%	0%	0%	11%
Started selling online between 2015 and 2020	37%	0%	0%	44%	100%	39%	100%	49%	1%	0%	20%	0%	20%	100%	60%	50%	100%	67%
Started selling online before 2015	21%	62%	0%	56%	0%	1%	0%	0%	99%	0%	0%	0%	40%	0%	10%	50%	0%	0%
Don't know	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Sell products online

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(5.C) When did your business first start selling online?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	361	5	13	48	107	186	3	12	34	72	81	65	33	21	21	13	2
Weighted	281	23	16	62	48	132	8	6	19	18	46	85	17	18	33	22	0
Started selling online in the last year	14%	91%	22%	0%	0%	11%	100%	0%	0%	0%	15%	15%	0%	0%	0%	48%	0%
During the Covid-19 pandemic (2020 to 2021)	26%	9%	71%	50%	35%	8%	0%	39%	30%	42%	0%	27%	35%	11%	44%	52%	100%
Started selling online between 2015 and 2020	37%	0%	8%	36%	64%	37%	0%	61%	69%	31%	69%	19%	20%	77%	49%	0%	0%
Started selling online before 2015	21%	0%	0%	0%	0%	44%	0%	0%	0%	27%	16%	40%	44%	12%	7%	0%	0%
Don't know	3%	0%	0%	14%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Sell products online

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(6.A) Which of the following forms of paid online advertising does your business use? Please select all that apply.

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Video advertising	8%	1%	3%	10%	0%	10%	20%	8%	2%	47%	67%	9%	4%	19%	0%	11%	1%	6%
Influencer marketing	8%	20%	11%	7%	98%	6%	12%	7%	24%	3%	3%	5%	0%	27%	0%	1%	96%	1%
Social media advertising	43%	19%	41%	45%	1%	42%	47%	41%	66%	95%	69%	43%	47%	48%	45%	20%	2%	13%
Paid search advertising	30%	41%	21%	31%	0%	33%	40%	29%	34%	92%	48%	13%	42%	46%	66%	21%	2%	8%
Affiliate marketing	3%	7%	2%	3%	0%	4%	2%	3%	9%	48%	4%	1%	2%	10%	0%	9%	1%	86%
Display advertising on third party websites	20%	46%	39%	15%	1%	21%	18%	17%	57%	91%	47%	13%	23%	18%	53%	64%	98%	8%
Don't know	2%	0%	3%	1%	0%	2%	0%	2%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%
Native advertising	12%	15%	8%	12%	0%	11%	15%	11%	24%	47%	24%	10%	2%	35%	9%	10%	0%	7%
None of the above	33%	8%	16%	38%	1%	33%	24%	35%	1%	0%	8%	39%	41%	20%	24%	33%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(6.B) Which of the following forms of paid online advertising does your business use? Please select all that apply.

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Video advertising	8%	9%	0%	0%	0%	9%	33%	0%	0%	0%	9%	0%	15%	0%	15%	0%	0%	0%
Influencer marketing	8%	27%	33%	0%	0%	28%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%
Social media advertising	43%	28%	34%	50%	0%	71%	67%	66%	25%	40%	46%	0%	31%	100%	62%	67%	0%	38%
Paid search advertising	30%	27%	34%	0%	0%	42%	33%	33%	25%	10%	36%	0%	23%	0%	31%	67%	50%	37%
Affiliate marketing	3%	0%	0%	0%	0%	6%	0%	33%	0%	0%	9%	20%	0%	0%	0%	0%	0%	6%
Display advertising on third party websites	20%	9%	66%	0%	0%	70%	66%	33%	25%	0%	9%	20%	0%	0%	23%	0%	0%	31%
Don't know	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	8%	0%	0%	0%	0%	6%
Native advertising	12%	9%	0%	0%	0%	7%	0%	99%	0%	10%	27%	0%	8%	0%	0%	0%	0%	25%
None of the above	33%	36%	0%	50%	100%	0%	33%	1%	50%	50%	27%	60%	61%	0%	23%	33%	50%	25%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(6.C) Which of the following forms of paid online advertising does your business use? Please select all that apply.

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Video advertising	8%	16%	6%	9%	18%	5%	0%	21%	0%	1%	19%	9%	1%	26%	4%	0%	0%
Influencer marketing	8%	19%	18%	0%	11%	7%	0%	0%	0%	0%	19%	11%	21%	0%	0%	0%	0%
Social media advertising	43%	65%	36%	62%	51%	32%	100%	53%	46%	38%	48%	23%	52%	54%	73%	37%	0%
Paid search advertising	30%	38%	36%	20%	35%	31%	100%	53%	56%	22%	30%	30%	21%	12%	18%	27%	1%
Affiliate marketing	3%	5%	6%	0%	16%	1%	0%	0%	0%	0%	16%	0%	0%	7%	4%	0%	0%
Display advertising on third party websites	20%	0%	6%	31%	37%	16%	0%	0%	50%	11%	12%	9%	1%	59%	44%	43%	1%
Don't know	2%	0%	15%	0%	0%	2%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%
Native advertising	12%	27%	5%	10%	21%	8%	0%	0%	0%	19%	25%	7%	0%	15%	7%	6%	0%
None of the above	33%	0%	0%	10%	29%	49%	0%	46%	43%	34%	34%	49%	27%	26%	11%	7%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(7.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Word of mouth

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	58%	65%	52%	59%	98%	58%	51%	60%	27%	49%	25%	63%	50%	61%	27%	56%	3%	92%
Quite important	32%	35%	41%	31%	2%	33%	41%	32%	41%	48%	73%	25%	48%	24%	50%	44%	97%	7%
Neither important nor unimportant	6%	0%	7%	6%	0%	6%	7%	5%	24%	3%	1%	7%	2%	8%	23%	1%	0%	1%
Somewhat unimportant	1%	0%	0%	2%	0%	1%	0%	1%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%
Very unimportant	2%	0%	0%	3%	0%	2%	0%	2%	8%	0%	0%	5%	0%	0%	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	90%	100%	93%	89%	100%	91%	93%	92%	68%	97%	98%	88%	98%	85%	77%	99%	100%	99%
Total Unimportant:	4%	0%	0%	4%	0%	4%	0%	3%	8%	1%	0%	5%	0%	8%	0%	0%	0%	0%
Net:	87%	100%	92%	85%	100%	87%	93%	88%	60%	96%	98%	84%	98%	77%	77%	99%	100%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(7.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Word of mouth

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	58%	45%	33%	0%	67%	35%	67%	0%	50%	70%	82%	40%	46%	100%	62%	67%	100%	56%
Quite important	32%	36%	66%	100%	0%	37%	33%	67%	50%	30%	18%	60%	38%	0%	23%	33%	0%	37%
Neither important nor unimportant	6%	9%	0%	0%	33%	28%	0%	0%	0%	0%	0%	0%	8%	0%	8%	0%	0%	6%
Somewhat unimportant	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%
Very unimportant	2%	9%	0%	0%	0%	0%	0%	33%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	90%	82%	100%	100%	67%	72%	100%	67%	100%	100%	100%	100%	85%	100%	85%	100%	100%	94%
Total Unimportant:	4%	9%	0%	0%	0%	0%	0%	33%	0%	0%	0%	0%	8%	0%	8%	0%	0%	0%
Net:	87%	73%	100%	100%	67%	72%	100%	34%	100%	100%	100%	100%	77%	100%	77%	100%	100%	94%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(7.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Word of mouth

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very important	58%	95%	25%	56%	69%	54%	100%	67%	48%	50%	69%	53%	59%	48%	59%	55%	0%
Quite important	32%	0%	45%	44%	13%	38%	0%	32%	29%	34%	25%	32%	41%	37%	41%	45%	100%
Neither important nor unimportant	6%	0%	31%	0%	8%	6%	0%	0%	17%	0%	6%	11%	0%	8%	0%	0%	0%
Somewhat unimportant	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%
Very unimportant	2%	5%	0%	0%	10%	0%	0%	0%	6%	16%	0%	0%	0%	7%	0%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	90%	95%	69%	100%	82%	92%	100%	100%	76%	84%	94%	85%	100%	86%	100%	100%	100%
Total Unimportant:	4%	5%	0%	0%	10%	2%	0%	0%	6%	16%	0%	4%	0%	7%	0%	0%	0%
Net:	87%	90%	69%	100%	72%	90%	100%	100%	70%	69%	94%	81%	100%	79%	100%	100%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(8.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Physical location

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	39%	42%	32%	40%	1%	41%	34%	39%	34%	47%	46%	35%	48%	34%	14%	27%	2%	6%
Quite important	33%	57%	45%	29%	1%	32%	26%	32%	56%	6%	32%	34%	27%	18%	86%	61%	96%	93%
Neither important nor unimportant	12%	0%	21%	11%	98%	11%	19%	13%	1%	3%	21%	11%	5%	33%	0%	2%	1%	0%
Somewhat unimportant	4%	0%	0%	4%	0%	3%	3%	4%	1%	1%	0%	6%	5%	0%	0%	0%	0%	1%
Very unimportant	11%	0%	2%	13%	0%	10%	18%	11%	8%	43%	0%	14%	7%	15%	0%	9%	1%	0%
Don't Know	2%	0%	0%	2%	0%	2%	0%	2%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%
Total Important:	72%	99%	77%	69%	2%	74%	60%	71%	90%	53%	78%	69%	75%	52%	100%	88%	98%	99%
Total Unimportant:	14%	0%	2%	18%	0%	13%	22%	15%	9%	44%	1%	20%	11%	15%	0%	10%	1%	1%
Net:	58%	99%	75%	51%	2%	61%	38%	57%	81%	9%	78%	49%	64%	37%	100%	79%	97%	98%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(8.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Physical location

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	39%	18%	0%	0%	33%	36%	66%	33%	50%	60%	55%	40%	69%	0%	38%	67%	0%	25%
Quite important	33%	54%	33%	100%	33%	57%	0%	34%	25%	40%	18%	20%	31%	100%	23%	0%	50%	38%
Neither important nor unimportant	12%	9%	66%	0%	33%	1%	33%	0%	0%	0%	18%	40%	0%	0%	0%	0%	0%	19%
Somewhat unimportant	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	33%	50%	6%
Very unimportant	11%	18%	0%	0%	0%	6%	0%	33%	25%	0%	0%	0%	0%	0%	31%	0%	0%	12%
Don't Know	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%
Total Important:	72%	73%	34%	100%	67%	93%	67%	67%	75%	100%	73%	60%	100%	100%	62%	67%	50%	63%
Total Unimportant:	14%	18%	0%	0%	0%	6%	0%	33%	25%	0%	0%	0%	0%	0%	38%	33%	50%	19%
Net:	58%	55%	33%	100%	67%	87%	66%	34%	50%	100%	73%	60%	100%	100%	23%	33%	0%	44%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(8.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Physical location

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very important	39%	22%	10%	48%	37%	41%	0%	67%	54%	47%	23%	34%	31%	44%	44%	40%	99%
Quite important	33%	38%	36%	13%	39%	37%	100%	0%	46%	16%	48%	34%	35%	23%	17%	46%	1%
Neither important nor unimportant	12%	19%	18%	28%	16%	5%	0%	32%	0%	18%	21%	3%	20%	26%	14%	14%	0%
Somewhat unimportant	4%	0%	0%	7%	0%	4%	0%	0%	0%	0%	0%	6%	0%	0%	19%	0%	0%
Very unimportant	11%	21%	36%	4%	8%	10%	0%	0%	0%	0%	9%	24%	13%	7%	7%	0%	0%
Don't Know	2%	0%	0%	0%	0%	3%	0%	0%	0%	18%	0%	0%	0%	0%	0%	0%	0%
Total Important:	72%	60%	46%	61%	76%	78%	100%	68%	100%	63%	70%	67%	66%	68%	61%	86%	99%
Total Unimportant:	14%	21%	36%	11%	8%	14%	0%	0%	0%	0%	9%	30%	13%	7%	26%	0%	1%
Net:	58%	39%	10%	49%	67%	64%	100%	68%	100%	63%	61%	38%	53%	61%	35%	86%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(9.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Local advertising

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	29%	1%	40%	30%	0%	31%	24%	28%	48%	45%	24%	31%	34%	14%	39%	54%	1%	6%
Quite important	35%	69%	37%	33%	2%	34%	44%	35%	41%	48%	53%	33%	33%	36%	22%	44%	97%	2%
Neither important nor unimportant	14%	18%	3%	16%	0%	16%	9%	15%	1%	4%	22%	15%	11%	26%	0%	1%	1%	6%
Somewhat unimportant	8%	0%	11%	8%	98%	5%	9%	8%	9%	2%	0%	10%	7%	9%	0%	1%	0%	0%
Very unimportant	12%	12%	9%	13%	0%	13%	12%	13%	1%	0%	0%	9%	15%	15%	38%	0%	1%	85%
Don't Know	1%	0%	0%	1%	0%	1%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Important:	65%	70%	77%	62%	2%	65%	68%	63%	90%	94%	77%	64%	67%	50%	62%	98%	97%	8%
Total Unimportant:	20%	12%	20%	21%	98%	17%	21%	21%	9%	2%	1%	19%	21%	24%	38%	1%	2%	86%
Net:	45%	58%	57%	42%	-96%	48%	47%	42%	80%	91%	76%	45%	46%	26%	24%	97%	96%	-78%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(9.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Local advertising

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	29%	18%	33%	0%	0%	63%	67%	0%	75%	50%	36%	0%	31%	0%	23%	0%	50%	19%
Quite important	35%	27%	66%	50%	33%	36%	33%	67%	0%	30%	45%	80%	46%	0%	31%	67%	0%	25%
Neither important nor unimportant	14%	9%	0%	50%	67%	1%	0%	0%	0%	20%	9%	20%	8%	100%	23%	0%	0%	19%
Somewhat unimportant	8%	36%	0%	0%	0%	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%
Very unimportant	12%	9%	0%	0%	0%	0%	0%	0%	25%	0%	9%	0%	15%	0%	23%	33%	50%	19%
Don't Know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Total Important:	65%	46%	100%	50%	33%	99%	100%	67%	75%	80%	82%	80%	77%	0%	54%	67%	50%	44%
Total Unimportant:	20%	45%	0%	0%	0%	0%	0%	33%	25%	0%	9%	0%	15%	0%	23%	33%	50%	31%
Net:	45%	0%	100%	50%	33%	99%	100%	34%	50%	80%	73%	80%	61%	0%	31%	33%	0%	13%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(9.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Local advertising

	Total	Age of Company					Revenue Change											
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4	
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4	
Very important	29%	22%	15%	27%	42%	29%	0%	21%	52%	55%	20%	22%	17%	34%	29%	41%	0%	
Quite important	35%	38%	39%	56%	23%	32%	100%	0%	19%	45%	29%	41%	7%	16%	45%	59%	0%	
Neither important nor unimportant	14%	16%	15%	7%	22%	14%	0%	32%	10%	1%	28%	13%	22%	21%	12%	0%	1%	
Somewhat unimportant	8%	24%	31%	0%	0%	8%	0%	0%	0%	0%	9%	7%	41%	10%	7%	0%	0%	
Very unimportant	12%	0%	0%	10%	13%	16%	0%	46%	19%	0%	14%	17%	13%	19%	7%	0%	0%	
Don't Know	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	99%
Total Important:	65%	60%	54%	83%	65%	61%	100%	21%	71%	99%	49%	63%	24%	49%	74%	100%	0%	
Total Unimportant:	20%	24%	31%	10%	13%	24%	0%	46%	19%	0%	23%	24%	54%	29%	13%	0%	0%	
Net:	45%	36%	24%	73%	52%	37%	100%	-25%	53%	99%	26%	39%	-30%	20%	61%	100%	0%	

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(10.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . : Online search engines

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	35%	71%	38%	32%	0%	37%	44%	33%	73%	49%	67%	34%	40%	22%	36%	57%	99%	97%
Quite important	39%	29%	29%	41%	2%	37%	33%	40%	18%	49%	32%	37%	40%	45%	25%	27%	1%	2%
Neither important nor unimportant	11%	0%	20%	10%	98%	10%	16%	11%	8%	1%	1%	11%	4%	23%	14%	16%	0%	0%
Somewhat unimportant	5%	0%	0%	6%	0%	5%	1%	5%	0%	0%	0%	4%	8%	8%	0%	0%	0%	0%
Very unimportant	10%	0%	12%	10%	0%	10%	4%	10%	0%	0%	0%	13%	9%	3%	24%	0%	0%	0%
Don't Know	1%	0%	0%	1%	0%	1%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Important:	74%	100%	67%	73%	2%	75%	77%	73%	91%	99%	99%	71%	79%	67%	62%	83%	100%	99%
Total Unimportant:	14%	0%	12%	16%	0%	15%	5%	15%	1%	1%	0%	17%	17%	10%	25%	0%	0%	0%
Net:	60%	100%	55%	58%	2%	60%	71%	58%	90%	98%	99%	54%	62%	57%	37%	83%	100%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(10.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Online search engines

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	35%	18%	33%	0%	33%	93%	67%	0%	50%	30%	36%	0%	23%	100%	31%	67%	0%	44%
Quite important	39%	45%	66%	100%	0%	7%	0%	67%	25%	40%	45%	60%	31%	0%	46%	33%	50%	31%
Neither important nor unimportant	11%	18%	0%	0%	67%	0%	33%	33%	25%	20%	0%	20%	8%	0%	0%	0%	0%	12%
Somewhat unimportant	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	20%	23%	0%	8%	0%	0%	0%
Very unimportant	10%	18%	0%	0%	0%	0%	0%	0%	0%	10%	9%	0%	15%	0%	15%	0%	50%	6%
Don't Know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Total Important:	74%	64%	100%	100%	33%	100%	67%	67%	75%	70%	82%	60%	54%	100%	77%	100%	50%	75%
Total Unimportant:	14%	18%	0%	0%	0%	0%	0%	0%	0%	10%	18%	20%	38%	0%	23%	0%	50%	6%
Net:	60%	46%	100%	100%	33%	100%	67%	67%	75%	60%	64%	40%	15%	100%	54%	100%	0%	69%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(10.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Online search engines

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very important	35%	44%	10%	59%	43%	27%	100%	53%	56%	50%	16%	16%	59%	45%	51%	21%	0%
Quite important	39%	21%	59%	41%	26%	43%	0%	47%	19%	16%	64%	43%	7%	40%	38%	79%	1%
Neither important nor unimportant	11%	19%	31%	0%	19%	9%	0%	0%	0%	0%	21%	15%	34%	8%	0%	0%	0%
Somewhat unimportant	5%	0%	0%	0%	3%	8%	0%	0%	0%	18%	0%	8%	0%	0%	4%	0%	0%
Very unimportant	10%	16%	0%	0%	10%	12%	0%	0%	25%	16%	0%	18%	0%	8%	7%	0%	0%
Don't Know	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	99%
Total Important:	74%	65%	69%	100%	69%	70%	100%	100%	75%	66%	79%	59%	66%	85%	89%	100%	1%
Total Unimportant:	14%	16%	0%	0%	12%	20%	0%	0%	25%	34%	0%	26%	0%	8%	11%	0%	0%
Net:	60%	49%	69%	100%	56%	50%	100%	100%	50%	32%	79%	32%	66%	77%	78%	100%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(11.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . : Online maps

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	21%	29%	24%	20%	98%	19%	26%	21%	25%	5%	3%	16%	25%	18%	0%	1%	2%	1%
Quite important	29%	53%	44%	24%	1%	29%	25%	28%	34%	90%	53%	26%	22%	35%	30%	80%	97%	7%
Neither important nor unimportant	25%	18%	20%	27%	0%	28%	33%	25%	32%	5%	42%	24%	34%	27%	45%	18%	1%	7%
Somewhat unimportant	6%	0%	0%	7%	0%	3%	1%	6%	1%	1%	1%	11%	0%	0%	0%	1%	0%	85%
Very unimportant	19%	0%	12%	22%	0%	20%	15%	20%	8%	0%	0%	23%	19%	20%	25%	1%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	49%	82%	68%	44%	99%	49%	51%	49%	59%	95%	56%	43%	47%	53%	31%	81%	99%	8%
Total Unimportant:	25%	0%	12%	29%	0%	23%	16%	26%	9%	1%	1%	34%	19%	20%	25%	1%	0%	86%
Net:	24%	82%	55%	15%	99%	25%	35%	22%	50%	94%	56%	9%	28%	33%	6%	79%	98%	-78%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(11.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Online maps

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	21%	27%	0%	0%	0%	28%	66%	0%	25%	20%	36%	20%	31%	0%	0%	33%	0%	6%
Quite important	29%	27%	99%	50%	33%	42%	0%	34%	50%	50%	18%	40%	15%	0%	16%	33%	50%	38%
Neither important nor unimportant	25%	9%	0%	50%	67%	30%	33%	33%	25%	10%	27%	20%	15%	100%	38%	0%	0%	31%
Somewhat unimportant	6%	18%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	8%	0%	8%	0%	0%	6%
Very unimportant	19%	18%	0%	0%	0%	0%	0%	33%	0%	20%	18%	0%	31%	0%	38%	33%	50%	19%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	49%	55%	100%	50%	33%	70%	67%	34%	75%	70%	55%	60%	46%	0%	16%	67%	50%	44%
Total Unimportant:	25%	36%	0%	0%	0%	0%	0%	33%	0%	20%	18%	20%	38%	0%	46%	33%	50%	25%
Net:	24%	18%	100%	50%	33%	70%	67%	1%	75%	50%	36%	40%	8%	0%	-30%	33%	0%	19%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(11.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Online maps

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very important	21%	41%	10%	27%	28%	16%	0%	21%	29%	26%	2%	17%	37%	8%	21%	34%	0%
Quite important	29%	0%	45%	33%	18%	33%	0%	33%	0%	21%	23%	34%	21%	41%	30%	66%	100%
Neither important nor unimportant	25%	38%	15%	30%	29%	23%	100%	0%	27%	19%	55%	11%	42%	26%	31%	0%	0%
Somewhat unimportant	6%	0%	31%	0%	7%	6%	0%	0%	19%	0%	13%	8%	0%	0%	0%	0%	0%
Very unimportant	19%	21%	0%	10%	18%	24%	0%	46%	25%	34%	8%	30%	0%	25%	18%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	49%	41%	55%	60%	46%	48%	0%	54%	29%	47%	25%	51%	58%	49%	51%	100%	100%
Total Unimportant:	25%	21%	31%	10%	25%	29%	0%	46%	44%	34%	20%	38%	0%	25%	18%	0%	0%
Net:	24%	19%	24%	50%	21%	19%	0%	7%	-15%	14%	5%	13%	58%	24%	33%	100%	100%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(12.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Paid search advertising

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	20%	19%	32%	18%	0%	22%	15%	20%	33%	5%	25%	22%	28%	12%	14%	45%	2%	6%
Quite important	31%	65%	28%	29%	1%	29%	40%	29%	57%	90%	53%	27%	22%	35%	53%	37%	97%	2%
Neither important nor unimportant	21%	9%	3%	25%	0%	23%	18%	22%	9%	3%	22%	21%	25%	23%	0%	1%	0%	6%
Somewhat unimportant	9%	8%	0%	11%	0%	10%	8%	10%	1%	1%	0%	6%	10%	19%	9%	16%	1%	0%
Very unimportant	16%	0%	26%	16%	0%	16%	12%	17%	0%	0%	0%	22%	15%	3%	24%	0%	0%	85%
Don't Know	2%	0%	10%	1%	98%	1%	7%	2%	0%	0%	0%	1%	0%	9%	0%	0%	0%	0%
Total Important:	51%	84%	60%	48%	2%	51%	55%	49%	90%	95%	77%	49%	51%	47%	67%	82%	99%	8%
Total Unimportant:	25%	8%	26%	26%	0%	26%	20%	27%	1%	1%	1%	28%	25%	22%	33%	17%	1%	86%
Net:	26%	76%	34%	21%	2%	25%	35%	22%	89%	94%	77%	21%	26%	25%	33%	66%	98%	-77%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(12.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Paid search advertising

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	20%	27%	33%	0%	33%	29%	33%	33%	0%	30%	0%	20%	8%	0%	23%	33%	0%	37%
Quite important	31%	27%	66%	50%	0%	70%	0%	34%	25%	20%	54%	20%	15%	100%	15%	33%	50%	25%
Neither important nor unimportant	21%	18%	0%	50%	33%	1%	33%	33%	25%	20%	27%	20%	0%	0%	31%	0%	0%	19%
Somewhat unimportant	9%	0%	0%	0%	0%	0%	33%	0%	0%	20%	9%	40%	31%	0%	15%	0%	0%	0%
Very unimportant	16%	18%	0%	0%	33%	0%	0%	0%	50%	10%	9%	0%	46%	0%	15%	33%	50%	12%
Don't Know	2%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Total Important:	51%	55%	100%	50%	33%	99%	34%	67%	25%	50%	55%	40%	23%	100%	39%	67%	50%	63%
Total Unimportant:	25%	18%	0%	0%	33%	0%	33%	0%	50%	30%	18%	40%	77%	0%	31%	33%	50%	12%
Net:	26%	37%	100%	50%	0%	99%	0%	67%	-25%	20%	36%	0%	-54%	100%	8%	33%	0%	50%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(12.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Paid search advertising

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very important	20%	0%	40%	26%	36%	16%	0%	33%	58%	27%	7%	13%	30%	12%	36%	27%	0%
Quite important	31%	65%	59%	42%	17%	25%	100%	21%	17%	28%	10%	35%	30%	7%	41%	46%	1%
Neither important nor unimportant	21%	16%	0%	20%	20%	24%	0%	0%	0%	1%	61%	17%	0%	47%	12%	27%	0%
Somewhat unimportant	9%	0%	0%	0%	13%	13%	0%	0%	0%	18%	13%	13%	6%	8%	4%	0%	0%
Very unimportant	16%	0%	0%	11%	14%	21%	0%	46%	25%	26%	10%	21%	13%	26%	7%	0%	0%
Don't Know	2%	19%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	20%	0%	0%	0%	99%
Total Important:	51%	65%	100%	68%	53%	40%	100%	54%	75%	55%	17%	48%	60%	19%	77%	73%	1%
Total Unimportant:	25%	0%	0%	11%	27%	34%	0%	46%	25%	44%	23%	34%	20%	34%	11%	0%	0%
Net:	26%	65%	100%	57%	26%	6%	100%	7%	50%	12%	-6%	14%	40%	-14%	65%	73%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(13.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . : Through a dedicated app

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	11%	11%	19%	10%	98%	11%	9%	10%	25%	46%	24%	15%	12%	9%	0%	10%	1%	6%
Quite important	36%	56%	45%	33%	1%	36%	40%	37%	26%	7%	53%	29%	23%	54%	17%	47%	97%	2%
Neither important nor unimportant	23%	33%	16%	23%	0%	24%	22%	22%	25%	45%	22%	21%	34%	18%	36%	26%	0%	6%
Somewhat unimportant	8%	0%	7%	9%	0%	7%	7%	7%	24%	1%	0%	9%	4%	9%	23%	16%	0%	1%
Very unimportant	19%	0%	12%	21%	0%	18%	18%	20%	1%	1%	0%	24%	18%	10%	25%	1%	1%	85%
Don't Know	3%	0%	0%	3%	0%	3%	4%	3%	0%	0%	0%	2%	8%	0%	0%	0%	0%	0%
Total Important:	48%	67%	65%	44%	100%	47%	50%	48%	50%	53%	77%	44%	36%	63%	17%	57%	98%	9%
Total Unimportant:	27%	0%	20%	30%	0%	25%	25%	27%	24%	2%	1%	33%	23%	19%	47%	17%	1%	86%
Net:	21%	67%	45%	14%	100%	22%	24%	21%	26%	51%	76%	11%	13%	44%	-30%	40%	97%	-77%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(13.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . : Through a dedicated app

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	11%	9%	0%	0%	0%	35%	33%	0%	25%	0%	9%	0%	8%	100%	8%	0%	0%	19%
Quite important	36%	27%	99%	50%	33%	30%	67%	1%	25%	30%	45%	40%	23%	0%	46%	33%	0%	19%
Neither important nor unimportant	23%	27%	0%	50%	67%	7%	0%	99%	0%	20%	18%	40%	38%	0%	15%	0%	50%	31%
Somewhat unimportant	8%	9%	0%	0%	0%	28%	0%	0%	25%	20%	0%	20%	0%	0%	8%	33%	50%	0%
Very unimportant	19%	27%	0%	0%	0%	0%	0%	0%	25%	20%	18%	0%	31%	0%	23%	33%	0%	25%
Don't Know	3%	0%	0%	0%	0%	0%	0%	0%	0%	10%	9%	0%	0%	0%	0%	0%	0%	6%
Total Important:	48%	36%	100%	50%	33%	65%	100%	1%	50%	30%	55%	40%	31%	100%	54%	33%	0%	38%
Total Unimportant:	27%	36%	0%	0%	0%	28%	0%	0%	50%	40%	18%	20%	31%	0%	31%	67%	50%	25%
Net:	21%	0%	100%	50%	33%	37%	100%	1%	0%	-10%	36%	20%	0%	100%	23%	-33%	-50%	13%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(13.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Through a dedicated app

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very important	11%	19%	6%	27%	17%	5%	0%	33%	29%	11%	6%	8%	45%	0%	12%	0%	0%
Quite important	36%	16%	39%	46%	41%	35%	0%	0%	19%	29%	31%	34%	21%	62%	48%	86%	1%
Neither important nor unimportant	23%	43%	15%	15%	19%	24%	100%	21%	0%	16%	43%	17%	21%	26%	29%	14%	0%
Somewhat unimportant	8%	0%	0%	6%	0%	13%	0%	0%	17%	11%	16%	10%	0%	3%	0%	0%	0%
Very unimportant	19%	22%	31%	6%	23%	20%	0%	46%	35%	16%	4%	30%	13%	8%	11%	0%	0%
Don't Know	3%	0%	10%	0%	0%	4%	0%	0%	0%	18%	0%	1%	0%	0%	0%	0%	99%
Total Important:	48%	35%	45%	73%	58%	40%	0%	33%	48%	39%	37%	42%	66%	63%	60%	86%	1%
Total Unimportant:	27%	22%	31%	12%	23%	32%	0%	46%	52%	27%	20%	40%	13%	11%	11%	0%	0%
Net:	21%	13%	14%	62%	36%	8%	0%	-13%	-5%	13%	16%	3%	53%	52%	49%	86%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(14.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Social network advertising

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	32%	72%	38%	29%	0%	32%	32%	30%	80%	48%	25%	32%	32%	20%	36%	54%	97%	91%
Quite important	35%	20%	26%	37%	2%	35%	41%	36%	2%	49%	73%	30%	26%	56%	39%	29%	1%	7%
Neither important nor unimportant	13%	8%	23%	12%	98%	12%	18%	14%	9%	2%	1%	15%	10%	19%	0%	17%	0%	1%
Somewhat unimportant	5%	0%	0%	6%	0%	5%	5%	4%	8%	1%	1%	4%	11%	3%	0%	0%	1%	0%
Very unimportant	15%	0%	12%	17%	0%	16%	3%	16%	1%	0%	1%	19%	22%	3%	25%	1%	1%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	67%	92%	64%	66%	2%	68%	73%	66%	82%	97%	98%	62%	58%	76%	75%	83%	98%	98%
Total Unimportant:	20%	0%	13%	22%	0%	20%	9%	20%	9%	1%	1%	22%	33%	5%	25%	1%	2%	1%
Net:	48%	92%	52%	44%	2%	48%	65%	46%	73%	96%	97%	40%	25%	71%	51%	82%	97%	98%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(14.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Social network advertising

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	32%	18%	33%	0%	33%	91%	33%	33%	25%	40%	18%	40%	15%	100%	46%	67%	0%	37%
Quite important	35%	36%	67%	50%	0%	9%	66%	1%	50%	20%	54%	0%	23%	0%	23%	33%	50%	31%
Neither important nor unimportant	13%	18%	0%	0%	67%	0%	0%	33%	0%	20%	9%	40%	0%	0%	15%	0%	0%	19%
Somewhat unimportant	5%	0%	0%	50%	0%	0%	0%	33%	0%	10%	0%	20%	15%	0%	8%	0%	0%	0%
Very unimportant	15%	27%	0%	0%	0%	0%	0%	0%	25%	10%	18%	0%	46%	0%	8%	0%	50%	12%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	67%	55%	100%	50%	33%	100%	100%	34%	75%	60%	73%	40%	38%	100%	69%	100%	50%	69%
Total Unimportant:	20%	27%	0%	50%	0%	0%	0%	33%	25%	20%	18%	20%	61%	0%	15%	0%	50%	12%
Net:	48%	28%	100%	0%	33%	100%	100%	1%	50%	40%	55%	20%	-23%	100%	54%	100%	0%	56%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(14.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Social network advertising

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very important	32%	16%	15%	55%	41%	27%	0%	33%	65%	37%	23%	26%	39%	8%	45%	34%	99%
Quite important	35%	44%	54%	37%	38%	31%	100%	67%	0%	29%	36%	31%	28%	38%	37%	66%	0%
Neither important nor unimportant	13%	35%	0%	8%	9%	14%	0%	0%	0%	0%	33%	14%	20%	22%	7%	0%	1%
Somewhat unimportant	5%	5%	0%	0%	3%	6%	0%	0%	6%	0%	6%	7%	0%	18%	0%	0%	0%
Very unimportant	15%	0%	31%	0%	10%	22%	0%	0%	29%	34%	3%	22%	13%	15%	11%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	67%	60%	69%	92%	79%	58%	100%	100%	65%	66%	59%	57%	66%	46%	82%	100%	99%
Total Unimportant:	20%	5%	31%	0%	12%	28%	0%	0%	35%	34%	9%	29%	13%	33%	11%	0%	0%
Net:	48%	55%	38%	92%	66%	30%	100%	100%	30%	32%	50%	29%	53%	13%	71%	100%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(15.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Other online advertising

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	17%	20%	20%	17%	98%	17%	22%	16%	48%	3%	24%	15%	25%	15%	0%	1%	97%	6%
Quite important	39%	66%	38%	37%	1%	36%	48%	39%	19%	92%	67%	43%	23%	37%	30%	37%	2%	92%
Neither important nor unimportant	22%	14%	22%	22%	1%	24%	23%	22%	32%	4%	9%	13%	31%	32%	45%	61%	1%	1%
Somewhat unimportant	8%	0%	16%	7%	0%	9%	3%	8%	1%	1%	0%	7%	4%	13%	24%	0%	0%	0%
Very unimportant	13%	0%	3%	16%	0%	14%	3%	14%	0%	0%	0%	20%	17%	3%	0%	1%	1%	0%
Don't Know	1%	0%	0%	1%	0%	1%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Important:	56%	85%	58%	53%	99%	53%	69%	55%	67%	95%	91%	58%	48%	52%	31%	38%	98%	98%
Total Unimportant:	21%	0%	19%	23%	0%	23%	6%	23%	1%	1%	1%	28%	21%	16%	24%	1%	1%	1%
Net:	35%	85%	39%	30%	99%	30%	63%	33%	66%	94%	90%	30%	27%	36%	6%	38%	97%	97%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(15.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Other online advertising

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	17%	18%	33%	0%	33%	57%	33%	0%	0%	20%	9%	0%	8%	0%	23%	0%	0%	19%
Quite important	39%	46%	66%	50%	0%	15%	33%	66%	25%	50%	54%	0%	31%	100%	31%	33%	50%	31%
Neither important nor unimportant	22%	0%	0%	50%	67%	28%	33%	34%	25%	20%	18%	60%	31%	0%	31%	0%	0%	25%
Somewhat unimportant	8%	0%	0%	0%	0%	0%	0%	0%	25%	0%	0%	40%	8%	0%	15%	33%	0%	19%
Very unimportant	13%	36%	0%	0%	0%	0%	0%	0%	25%	10%	18%	0%	23%	0%	0%	33%	50%	0%
Don't Know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Total Important:	56%	64%	100%	50%	33%	72%	67%	66%	25%	70%	64%	0%	39%	100%	54%	33%	50%	50%
Total Unimportant:	21%	36%	0%	0%	0%	0%	0%	0%	50%	10%	18%	40%	31%	0%	15%	67%	50%	19%
Net:	35%	28%	100%	50%	33%	72%	67%	66%	-25%	60%	45%	-40%	8%	100%	39%	-33%	0%	31%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(15.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . Other online advertising

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very important	17%	19%	10%	5%	25%	20%	0%	33%	41%	1%	12%	8%	71%	8%	17%	40%	0%
Quite important	39%	65%	45%	75%	10%	31%	100%	0%	17%	45%	25%	33%	16%	73%	49%	60%	1%
Neither important nor unimportant	22%	16%	15%	8%	53%	19%	0%	21%	17%	10%	60%	20%	0%	8%	27%	0%	0%
Somewhat unimportant	8%	0%	0%	6%	3%	12%	0%	0%	19%	11%	4%	14%	0%	3%	7%	0%	0%
Very unimportant	13%	0%	31%	6%	10%	17%	0%	46%	6%	34%	0%	25%	13%	8%	0%	0%	0%
Don't Know	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	99%
Total Important:	56%	84%	54%	80%	35%	51%	100%	33%	58%	45%	36%	41%	87%	81%	66%	100%	1%
Total Unimportant:	21%	0%	31%	12%	12%	28%	0%	46%	25%	45%	4%	39%	13%	11%	7%	0%	0%
Net:	35%	84%	24%	69%	23%	23%	100%	-13%	33%	1%	32%	3%	73%	70%	59%	100%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(16.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Print advertising

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	14%	29%	18%	13%	0%	15%	20%	15%	1%	3%	3%	19%	13%	0%	0%	45%	1%	1%
Quite important	25%	31%	27%	24%	1%	25%	27%	24%	34%	7%	25%	23%	27%	29%	26%	17%	1%	2%
Neither important nor unimportant	26%	28%	22%	27%	1%	29%	23%	26%	32%	46%	9%	19%	29%	37%	14%	10%	96%	86%
Somewhat unimportant	18%	12%	20%	17%	98%	14%	17%	16%	32%	44%	62%	16%	23%	16%	36%	27%	0%	11%
Very unimportant	16%	0%	12%	18%	0%	17%	11%	17%	1%	1%	1%	21%	9%	18%	24%	1%	1%	0%
Don't Know	1%	0%	0%	1%	0%	1%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Important:	39%	60%	45%	37%	1%	40%	47%	40%	35%	9%	28%	42%	40%	29%	26%	62%	2%	3%
Total Unimportant:	34%	13%	32%	36%	98%	31%	28%	34%	33%	45%	63%	37%	32%	34%	61%	28%	2%	11%
Net:	5%	47%	13%	1%	-97%	9%	19%	6%	3%	-35%	-35%	5%	8%	-5%	-35%	34%	0%	-8%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(16.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Print advertising

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	14%	9%	0%	0%	0%	0%	33%	0%	0%	10%	27%	20%	8%	0%	23%	0%	0%	13%
Quite important	25%	37%	66%	50%	0%	29%	67%	33%	25%	40%	9%	40%	23%	100%	16%	0%	50%	13%
Neither important nor unimportant	26%	0%	33%	50%	100%	34%	0%	34%	25%	30%	36%	20%	23%	0%	23%	33%	0%	37%
Somewhat unimportant	18%	36%	0%	0%	0%	37%	0%	33%	25%	10%	9%	20%	23%	0%	15%	33%	0%	12%
Very unimportant	16%	18%	0%	0%	0%	0%	0%	0%	25%	10%	18%	0%	23%	0%	23%	33%	50%	19%
Don't Know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Total Important:	39%	46%	67%	50%	0%	29%	100%	33%	25%	50%	37%	60%	31%	100%	39%	0%	50%	25%
Total Unimportant:	34%	54%	0%	0%	0%	37%	0%	33%	50%	20%	27%	20%	46%	0%	38%	67%	50%	31%
Net:	5%	-9%	66%	50%	0%	-8%	100%	0%	-25%	30%	9%	40%	-15%	100%	0%	-66%	0%	-6%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(16.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Print advertising

	Total	Age of Company					Revenue Change											
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4	
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4	
Very important	14%	60%	10%	10%	24%	7%	100%	0%	29%	0%	4%	14%	0%	0%	25%	0%	0%	
Quite important	25%	0%	39%	33%	28%	24%	0%	33%	7%	26%	13%	24%	32%	26%	48%	52%	1%	
Neither important nor unimportant	26%	16%	15%	31%	30%	26%	0%	21%	0%	29%	70%	18%	14%	15%	9%	47%	0%	
Somewhat unimportant	18%	24%	36%	6%	0%	24%	0%	0%	46%	29%	13%	12%	41%	43%	4%	0%	0%	
Very unimportant	16%	0%	0%	20%	18%	19%	0%	46%	19%	16%	0%	32%	13%	15%	13%	0%	0%	
Don't Know	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	99%
Total Important:	39%	60%	49%	43%	52%	30%	100%	33%	36%	26%	17%	38%	32%	26%	73%	52%	1%	
Total Unimportant:	34%	24%	36%	25%	18%	42%	0%	47%	64%	45%	13%	44%	54%	58%	18%	0%	0%	
Net:	5%	36%	13%	18%	34%	-12%	100%	-14%	-29%	-19%	4%	-6%	-22%	-32%	55%	52%	1%	

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(17.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Television advertising

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	8%	8%	0%	10%	0%	9%	16%	9%	2%	3%	4%	11%	2%	0%	0%	1%	0%	1%
Quite important	20%	45%	50%	13%	0%	18%	21%	20%	17%	4%	24%	16%	23%	19%	17%	16%	1%	1%
Neither important nor unimportant	14%	19%	25%	12%	99%	14%	14%	12%	56%	46%	29%	13%	2%	34%	36%	10%	0%	6%
Somewhat unimportant	9%	27%	12%	7%	1%	9%	0%	8%	24%	45%	42%	9%	4%	0%	9%	56%	96%	91%
Very unimportant	46%	0%	13%	55%	0%	47%	43%	48%	2%	2%	1%	49%	63%	43%	38%	17%	2%	1%
Don't Know	3%	0%	0%	3%	0%	3%	6%	3%	0%	0%	0%	1%	6%	4%	0%	0%	0%	0%
Total Important:	28%	53%	50%	23%	1%	27%	37%	29%	19%	7%	27%	27%	25%	19%	17%	17%	1%	2%
Total Unimportant:	55%	27%	24%	62%	1%	56%	43%	56%	26%	47%	43%	58%	67%	43%	47%	73%	99%	91%
Net:	-26%	26%	26%	-39%	0%	-29%	-7%	-27%	-7%	-40%	-16%	-31%	-42%	-24%	-29%	-56%	-98%	-89%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(17.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . : Television advertising

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	8%	0%	33%	0%	0%	0%	33%	0%	0%	20%	18%	0%	15%	0%	0%	0%	0%	6%
Quite important	20%	36%	66%	50%	33%	1%	0%	66%	0%	10%	18%	20%	8%	100%	8%	67%	50%	6%
Neither important nor unimportant	14%	9%	0%	0%	33%	63%	0%	34%	25%	30%	18%	20%	0%	0%	0%	0%	0%	25%
Somewhat unimportant	9%	0%	0%	0%	0%	36%	0%	0%	25%	0%	0%	0%	15%	0%	23%	0%	0%	19%
Very unimportant	46%	54%	0%	50%	33%	0%	66%	0%	50%	40%	45%	60%	62%	0%	61%	33%	50%	31%
Don't Know	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	12%
Total Important:	28%	37%	100%	50%	33%	1%	34%	66%	0%	30%	36%	20%	23%	100%	8%	67%	50%	13%
Total Unimportant:	55%	54%	0%	50%	33%	36%	66%	0%	75%	40%	45%	60%	77%	0%	84%	33%	50%	50%
Net:	-26%	-18%	99%	0%	0%	-35%	-33%	66%	-75%	-10%	-9%	-40%	-54%	100%	-76%	33%	0%	-37%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(17.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Television advertising

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very important	8%	22%	10%	14%	8%	5%	100%	1%	0%	0%	0%	5%	0%	33%	4%	40%	0%
Quite important	20%	5%	39%	33%	19%	17%	0%	53%	0%	26%	8%	22%	9%	7%	29%	45%	0%
Neither important nor unimportant	14%	19%	6%	26%	28%	7%	0%	0%	17%	29%	28%	0%	43%	12%	11%	15%	1%
Somewhat unimportant	9%	0%	15%	7%	15%	8%	0%	0%	25%	11%	15%	4%	0%	0%	27%	0%	0%
Very unimportant	46%	54%	31%	20%	31%	58%	0%	46%	57%	34%	41%	68%	47%	47%	22%	0%	0%
Don't Know	3%	0%	0%	0%	0%	5%	0%	0%	0%	0%	7%	0%	0%	0%	7%	0%	99%
Total Important:	28%	27%	49%	47%	27%	22%	100%	54%	0%	27%	9%	27%	9%	40%	33%	85%	0%
Total Unimportant:	55%	54%	45%	27%	45%	66%	0%	46%	83%	45%	56%	72%	48%	48%	49%	0%	0%
Net:	-26%	-27%	4%	20%	-19%	-44%	100%	7%	-82%	-18%	-48%	-45%	-38%	-8%	-16%	85%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(18.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . E-mail advertising

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very important	16%	49%	0%	16%	0%	15%	23%	15%	25%	4%	24%	21%	14%	0%	0%	1%	97%	6%
Quite important	29%	17%	43%	28%	2%	30%	30%	29%	41%	5%	53%	27%	22%	28%	30%	47%	1%	87%
Neither important nor unimportant	18%	20%	15%	18%	0%	19%	14%	17%	33%	46%	2%	14%	8%	36%	36%	42%	1%	1%
Somewhat unimportant	20%	14%	18%	20%	0%	19%	24%	21%	1%	44%	21%	15%	37%	25%	9%	9%	1%	5%
Very unimportant	17%	0%	23%	17%	98%	16%	6%	18%	1%	1%	0%	21%	19%	11%	25%	1%	0%	0%
Don't Know	1%	0%	0%	1%	0%	1%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Important:	45%	66%	43%	43%	2%	44%	53%	44%	66%	9%	76%	48%	35%	28%	31%	48%	98%	93%
Total Unimportant:	37%	14%	41%	38%	98%	36%	31%	39%	1%	45%	21%	36%	56%	36%	33%	10%	1%	6%
Net:	8%	52%	2%	6%	-95%	9%	22%	5%	64%	-36%	55%	12%	-21%	-8%	-3%	38%	97%	87%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(18.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : E-mail advertising

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very important	16%	18%	0%	0%	0%	29%	66%	0%	0%	10%	18%	0%	0%	0%	15%	0%	0%	19%
Quite important	29%	36%	99%	50%	0%	30%	0%	67%	50%	10%	18%	20%	15%	100%	38%	0%	0%	38%
Neither important nor unimportant	18%	9%	0%	0%	67%	34%	33%	33%	25%	50%	9%	20%	8%	0%	15%	0%	50%	19%
Somewhat unimportant	20%	0%	0%	50%	33%	7%	0%	0%	25%	10%	27%	60%	46%	0%	23%	67%	0%	12%
Very unimportant	17%	36%	0%	0%	0%	0%	0%	0%	0%	20%	27%	0%	31%	0%	8%	33%	50%	6%
Don't Know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Total Important:	45%	55%	100%	50%	0%	59%	67%	67%	50%	20%	36%	20%	15%	100%	54%	0%	0%	56%
Total Unimportant:	37%	36%	0%	50%	33%	7%	0%	0%	25%	30%	54%	60%	77%	0%	31%	100%	50%	19%
Net:	8%	18%	100%	0%	-33%	52%	67%	67%	25%	-10%	-18%	-40%	-61%	100%	23%	-100%	-50%	38%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(18.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : E-mail advertising

	Total	Age of Company					Revenue Change											
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4	
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4	
Very important	16%	38%	10%	19%	5%	15%	100%	0%	41%	1%	17%	12%	21%	26%	0%	0%	0%	
Quite important	29%	21%	39%	28%	40%	27%	0%	53%	10%	26%	18%	30%	39%	15%	36%	92%	1%	
Neither important nor unimportant	18%	0%	6%	18%	33%	17%	0%	0%	17%	10%	32%	18%	0%	33%	23%	7%	0%	
Somewhat unimportant	20%	22%	15%	20%	13%	22%	0%	0%	7%	29%	33%	15%	20%	11%	30%	0%	0%	
Very unimportant	17%	19%	31%	16%	10%	17%	0%	46%	25%	34%	0%	26%	20%	15%	11%	0%	0%	
Don't Know	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	99%
Total Important:	45%	59%	49%	46%	44%	42%	100%	54%	51%	27%	35%	42%	59%	40%	36%	93%	1%	
Total Unimportant:	37%	41%	45%	35%	22%	39%	0%	46%	32%	63%	33%	40%	41%	26%	41%	0%	0%	
Net:	8%	19%	4%	11%	22%	3%	100%	7%	20%	-37%	2%	1%	19%	14%	-5%	92%	1%	

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(19.A) What proportion of your total customers would you estimate come through online search and/or paid search advertising?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
None	12%	8%	3%	14%	0%	10%	1%	13%	0%	0%	0%	16%	19%	0%	0%	0%	0%	0%
1-5%	19%	7%	9%	22%	0%	20%	32%	20%	9%	1%	21%	27%	14%	9%	25%	0%	1%	85%
6-10%	9%	0%	34%	6%	0%	6%	9%	9%	9%	2%	22%	12%	6%	10%	0%	34%	1%	1%
11-20%	14%	14%	7%	15%	1%	15%	12%	13%	24%	3%	9%	6%	13%	21%	45%	1%	0%	1%
21-30%	14%	12%	6%	15%	1%	16%	15%	14%	9%	3%	22%	8%	17%	24%	14%	1%	1%	6%
31-40%	9%	10%	32%	4%	98%	8%	5%	9%	1%	2%	1%	6%	8%	13%	17%	45%	0%	1%
41-50%	5%	0%	2%	6%	0%	6%	3%	4%	23%	44%	1%	5%	7%	4%	0%	9%	0%	0%
51-60%	3%	0%	3%	3%	0%	4%	2%	3%	0%	1%	1%	6%	2%	0%	0%	0%	0%	0%
61-70%	7%	1%	2%	8%	0%	6%	12%	7%	0%	43%	21%	7%	7%	9%	0%	9%	0%	5%
71-80%	5%	20%	0%	4%	0%	5%	0%	4%	23%	0%	0%	4%	0%	10%	0%	0%	96%	0%
81-90%	2%	0%	0%	3%	0%	2%	3%	3%	0%	0%	0%	3%	5%	0%	0%	0%	1%	0%
91-100%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
Don't know	2%	28%	0%	0%	0%	2%	5%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:
 BASE: All Respondents
 Fieldwork: 10th May - 20th May 2023
 Data weighted by employee size (business count) and region to Nationally Representative proportions

(19.B) What proportion of your total customers would you estimate come through online search and/or paid search advertising?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castile and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
None	12%	18%	0%	0%	0%	0%	0%	0%	0%	20%	18%	20%	0%	0%	8%	33%	50%	12%
1-5%	19%	9%	33%	0%	67%	1%	0%	33%	25%	10%	18%	20%	23%	0%	31%	0%	0%	25%
6-10%	9%	9%	0%	50%	33%	1%	0%	33%	0%	30%	0%	0%	15%	0%	15%	0%	0%	6%
11-20%	14%	9%	0%	0%	0%	28%	0%	1%	25%	10%	9%	20%	23%	0%	23%	33%	0%	13%
21-30%	14%	0%	0%	0%	0%	1%	100%	33%	0%	10%	18%	40%	15%	0%	8%	0%	0%	19%
31-40%	9%	9%	33%	0%	0%	0%	0%	0%	50%	0%	0%	0%	0%	100%	15%	0%	0%	13%
41-50%	5%	0%	33%	50%	0%	34%	0%	0%	0%	0%	0%	0%	15%	0%	0%	0%	50%	0%
51-60%	3%	0%	0%	0%	0%	0%	0%	0%	0%	10%	9%	0%	8%	0%	0%	0%	0%	6%
61-70%	7%	36%	0%	0%	0%	7%	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%
71-80%	5%	0%	0%	0%	0%	28%	0%	0%	0%	0%	18%	0%	0%	0%	0%	0%	0%	0%
81-90%	2%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	33%	0%	0%
91-100%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Don't know	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(19.C) What proportion of your total customers would you estimate come through online search and/or paid search advertising?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
None	12%	0%	0%	6%	10%	17%	0%	46%	19%	34%	2%	16%	0%	8%	7%	0%	0%
1-5%	19%	54%	18%	4%	17%	19%	0%	0%	25%	0%	31%	24%	28%	3%	0%	6%	99%
6-10%	9%	5%	21%	9%	13%	8%	0%	0%	0%	0%	6%	8%	0%	28%	12%	46%	0%
11-20%	14%	0%	15%	14%	9%	17%	0%	0%	17%	26%	18%	11%	0%	15%	8%	27%	1%
21-30%	14%	0%	0%	23%	16%	14%	0%	0%	29%	19%	16%	6%	7%	38%	28%	0%	0%
31-40%	9%	19%	0%	13%	8%	7%	0%	0%	10%	20%	0%	3%	29%	0%	31%	0%	0%
41-50%	5%	0%	0%	5%	9%	5%	0%	0%	0%	0%	6%	2%	16%	8%	7%	14%	0%
51-60%	3%	22%	0%	7%	3%	0%	100%	21%	0%	0%	0%	0%	0%	0%	7%	7%	0%
61-70%	7%	0%	15%	0%	0%	10%	0%	0%	0%	0%	10%	11%	20%	0%	0%	0%	0%
71-80%	5%	0%	0%	10%	11%	2%	0%	0%	0%	0%	10%	9%	0%	0%	0%	0%	0%
81-90%	2%	0%	31%	0%	0%	2%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%
91-100%	1%	0%	0%	0%	5%	0%	0%	32%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(20.A) Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Twitter	8%	0%	11%	8%	0%	6%	8%	8%	1%	4%	23%	8%	5%	0%	0%	1%	0%	6%
Through a dedicated app	6%	18%	0%	6%	0%	7%	12%	6%	9%	3%	23%	7%	6%	8%	0%	1%	1%	6%
Amazon Marketplace	6%	0%	22%	3%	0%	7%	4%	6%	1%	3%	44%	1%	13%	8%	0%	46%	0%	6%
Word of mouth	44%	26%	39%	46%	0%	46%	41%	45%	11%	89%	45%	39%	51%	40%	60%	82%	1%	92%
Google Search	40%	19%	24%	44%	0%	44%	51%	40%	26%	91%	5%	23%	60%	60%	27%	65%	2%	2%
Instagram	38%	27%	47%	37%	0%	37%	57%	36%	72%	91%	45%	41%	30%	36%	39%	63%	97%	12%
Your company website	35%	28%	25%	37%	99%	38%	41%	35%	34%	92%	75%	32%	36%	33%	36%	22%	2%	94%
Google Maps / Google Business Profile / Google My Business / Google Reviews	34%	27%	45%	33%	0%	36%	30%	35%	25%	47%	24%	33%	59%	9%	25%	12%	97%	1%
E-mail	34%	30%	9%	39%	2%	35%	31%	34%	34%	48%	12%	23%	48%	51%	30%	11%	98%	87%
Facebook	34%	66%	54%	28%	1%	37%	44%	33%	49%	47%	31%	32%	31%	25%	53%	71%	97%	6%
Google Reviews	30%	1%	44%	29%	1%	32%	26%	29%	34%	92%	25%	25%	34%	34%	17%	21%	1%	2%
Google Shopping free listings	3%	0%	0%	4%	0%	3%	0%	3%	1%	1%	2%	2%	8%	4%	0%	0%	0%	0%
LinkedIn	14%	38%	11%	13%	0%	16%	11%	12%	48%	46%	3%	11%	9%	0%	69%	10%	98%	1%
YouTube	11%	0%	13%	11%	0%	7%	18%	11%	2%	47%	4%	18%	0%	9%	14%	10%	1%	1%
TikTok	10%	0%	11%	10%	0%	9%	10%	10%	9%	4%	3%	11%	7%	19%	0%	1%	0%	1%
Ebay	1%	0%	0%	2%	0%	2%	0%	2%	0%	1%	2%	3%	0%	0%	0%	0%	0%	0%
Etsy	1%	0%	0%	1%	0%	1%	2%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%
Mastodon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above	2%	0%	0%	3%	0%	2%	3%	2%	0%	0%	0%	1%	4%	3%	0%	16%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(20.B) Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castile and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Twitter	8%	9%	0%	0%	0%	1%	33%	0%	0%	0%	18%	0%	0%	0%	0%	33%	0%	6%
Through a dedicated app	6%	0%	0%	0%	0%	1%	0%	33%	0%	0%	0%	0%	8%	100%	23%	0%	0%	6%
Amazon Marketplace	6%	9%	0%	0%	0%	2%	0%	0%	0%	0%	0%	20%	0%	0%	23%	0%	0%	0%
Word of mouth	44%	27%	33%	0%	0%	14%	67%	33%	25%	40%	36%	40%	69%	0%	69%	67%	100%	50%
Google Search	40%	18%	33%	0%	33%	40%	100%	0%	50%	30%	45%	40%	23%	0%	46%	67%	50%	44%
Instagram	38%	36%	66%	0%	33%	98%	66%	0%	25%	40%	27%	20%	0%	0%	54%	67%	0%	31%
Your company website	35%	18%	66%	50%	0%	43%	66%	34%	50%	10%	36%	0%	46%	0%	31%	0%	0%	69%
Google Maps / Google Business Profile / Google My Business / Google Reviews	34%	27%	33%	50%	0%	35%	34%	0%	100%	30%	36%	40%	54%	0%	23%	33%	0%	44%
E-mail	34%	36%	33%	0%	0%	34%	100%	34%	25%	20%	27%	0%	15%	100%	39%	0%	50%	56%
Facebook	34%	18%	66%	0%	67%	63%	66%	1%	75%	40%	18%	40%	15%	100%	31%	67%	0%	38%
Google Reviews	30%	27%	33%	0%	33%	41%	33%	33%	50%	20%	27%	0%	23%	0%	38%	33%	50%	25%
Google Shopping free listings	3%	0%	0%	0%	0%	0%	0%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0%	19%
LinkedIn	14%	0%	0%	0%	0%	62%	66%	0%	0%	10%	9%	0%	15%	100%	15%	0%	0%	19%
YouTube	11%	36%	33%	0%	0%	6%	33%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	6%
TikTok	10%	27%	0%	0%	0%	0%	33%	33%	0%	0%	18%	0%	0%	0%	0%	0%	0%	0%
Ebay	1%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Etsy	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Mastodon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above	2%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	40%	8%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(20.C) Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Twitter	8%	0%	0%	17%	0%	9%	0%	0%	0%	1%	4%	3%	0%	26%	16%	50%	0%
Through a dedicated app	6%	0%	0%	0%	7%	9%	0%	0%	0%	1%	15%	2%	8%	21%	4%	6%	0%
Amazon Marketplace	6%	0%	0%	9%	25%	1%	0%	0%	0%	16%	3%	4%	0%	0%	25%	0%	0%
Word of mouth	44%	16%	30%	34%	47%	50%	0%	53%	54%	55%	63%	40%	0%	77%	52%	21%	0%
Google Search	40%	38%	24%	21%	64%	40%	100%	53%	33%	21%	46%	35%	43%	59%	57%	34%	1%
Instagram	38%	54%	30%	50%	31%	35%	0%	33%	40%	22%	33%	38%	51%	26%	46%	51%	99%
Your company website	35%	35%	38%	28%	39%	36%	0%	21%	39%	21%	58%	19%	58%	67%	41%	40%	1%
Google Maps / Google Business Profile / Google My Business / Google Reviews	34%	22%	45%	32%	18%	41%	0%	53%	39%	31%	35%	35%	40%	15%	38%	23%	99%
E-mail	34%	21%	15%	23%	31%	43%	0%	53%	51%	29%	38%	44%	29%	33%	14%	34%	0%
Facebook	34%	16%	30%	62%	28%	29%	0%	79%	46%	21%	27%	28%	36%	34%	40%	44%	99%
Google Reviews	30%	5%	36%	28%	37%	31%	0%	53%	33%	31%	27%	29%	17%	36%	47%	34%	0%
Google Shopping free listings	3%	0%	0%	0%	0%	5%	0%	0%	10%	10%	4%	0%	0%	0%	7%	0%	0%
LinkedIn	14%	16%	15%	13%	3%	17%	0%	21%	58%	0%	12%	12%	9%	26%	17%	0%	0%
YouTube	11%	22%	18%	17%	2%	9%	0%	0%	0%	0%	13%	12%	0%	26%	3%	23%	0%
TikTok	10%	5%	0%	36%	11%	3%	0%	0%	0%	16%	10%	10%	0%	32%	0%	23%	0%
Ebay	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%
Etsy	1%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%
Mastodon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above	2%	0%	0%	0%	3%	3%	0%	0%	0%	0%	2%	4%	0%	7%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(21.A) As far as you are aware, does your business use any of the following Google products? : Chrome web browser

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	70%	76%	64%	70%	2%	71%	81%	70%	67%	54%	98%	68%	76%	51%	69%	74%	99%	99%
My business does not use this	29%	24%	25%	29%	0%	29%	15%	28%	32%	45%	2%	31%	24%	41%	31%	26%	1%	1%
Don't know	2%	0%	10%	0%	98%	0%	5%	2%	0%	1%	0%	0%	0%	9%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(21.B) As far as you are aware, does your business use any of the following Google products? : Chrome web browser

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	70%	37%	100%	100%	67%	66%	67%	67%	50%	60%	73%	60%	85%	0%	92%	100%	50%	75%
My business does not use this	29%	54%	0%	0%	33%	34%	33%	33%	50%	40%	27%	40%	15%	100%	8%	0%	50%	25%
Don't know	2%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(21.C) As far as you are aware, does your business use any of the following Google products? : Chrome web browser

	Total	Age of Company					Revenue Change											
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4	
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4	
My business uses this	70%	81%	64%	54%	73%	72%	100%	100%	83%	22%	89%	65%	38%	67%	93%	71%	1%	
My business does not use this	29%	0%	36%	46%	27%	27%	0%	0%	17%	78%	11%	35%	42%	29%	7%	29%	99%	
Don't know	2%	19%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	3%	0%	0%	0%	

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(22.A) As far as you are aware, does your business use any of the following Google products? : Gmail

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	85%	100%	86%	83%	2%	86%	83%	85%	76%	96%	98%	84%	90%	75%	77%	83%	98%	99%
My business does not use this	14%	0%	4%	16%	0%	14%	12%	13%	24%	4%	2%	16%	10%	16%	23%	17%	2%	1%
Don't know	2%	0%	10%	0%	98%	0%	5%	2%	0%	1%	0%	0%	0%	9%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(22.B) As far as you are aware, does your business use any of the following Google products? : Gmail

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	85%	82%	100%	100%	67%	72%	67%	100%	100%	80%	82%	60%	85%	100%	92%	100%	100%	87%
My business does not use this	14%	9%	0%	0%	33%	28%	33%	0%	0%	20%	18%	40%	15%	0%	8%	0%	0%	13%
Don't know	2%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(22.C) As far as you are aware, does your business use any of the following Google products? : Gmail

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
My business uses this	85%	81%	100%	77%	88%	85%	100%	100%	64%	48%	100%	93%	66%	63%	93%	100%	1%
My business does not use this	14%	0%	0%	23%	12%	14%	0%	0%	36%	52%	0%	7%	14%	34%	7%	0%	99%
Don't know	2%	19%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	3%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(23.A) As far as you are aware, does your business use any of the following Google products? : Android

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	69%	75%	80%	67%	2%	70%	73%	68%	90%	54%	77%	60%	71%	71%	100%	72%	99%	99%
My business does not use this	28%	25%	19%	30%	98%	27%	25%	29%	10%	45%	2%	37%	29%	20%	0%	26%	1%	1%
Don't know	3%	0%	0%	4%	0%	3%	2%	3%	0%	1%	21%	3%	0%	9%	0%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(23.B) As far as you are aware, does your business use any of the following Google products? : Android

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	69%	46%	67%	100%	67%	93%	67%	67%	100%	40%	73%	80%	77%	0%	85%	100%	50%	56%
My business does not use this	28%	54%	33%	0%	33%	6%	0%	33%	0%	50%	27%	20%	23%	100%	15%	0%	50%	37%
Don't know	3%	0%	0%	0%	0%	1%	33%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(23.C) As far as you are aware, does your business use any of the following Google products? : Android

	Total	Age of Company					Revenue Change											
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4	
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4	
My business uses this	69%	43%	45%	58%	69%	78%	0%	100%	83%	51%	83%	62%	51%	89%	72%	73%	0%	
My business does not use this	28%	57%	31%	42%	21%	22%	100%	0%	17%	49%	13%	31%	49%	8%	28%	27%	99%	
Don't know	3%	0%	24%	0%	10%	0%	0%	0%	0%	0%	4%	7%	0%	3%	0%	0%	1%	

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(24.A) As far as you are aware, does your business use any of the following Google products? : Google Search

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	86%	99%	94%	84%	100%	87%	93%	87%	68%	98%	79%	86%	83%	84%	100%	67%	100%	95%
My business does not use this	12%	1%	6%	14%	0%	12%	5%	11%	32%	2%	21%	12%	17%	16%	0%	17%	0%	5%
Don't know	1%	0%	0%	2%	0%	1%	1%	1%	0%	0%	0%	2%	0%	0%	0%	16%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(24.B) As far as you are aware, does your business use any of the following Google products? : Google Search

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	86%	82%	100%	100%	33%	71%	100%	67%	100%	70%	82%	80%	92%	100%	100%	100%	100%	88%
My business does not use this	12%	18%	0%	0%	67%	29%	0%	33%	0%	20%	18%	20%	8%	0%	0%	0%	0%	6%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(24.C) As far as you are aware, does your business use any of the following Google products? : Google Search

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
My business uses this	86%	95%	85%	90%	76%	87%	100%	100%	100%	48%	88%	92%	70%	82%	96%	100%	1%
My business does not use this	12%	5%	0%	10%	24%	12%	0%	0%	0%	52%	8%	6%	30%	14%	4%	0%	99%
Don't know	1%	0%	15%	0%	0%	1%	0%	0%	0%	0%	4%	2%	0%	3%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(25.A) As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	59%	69%	70%	56%	99%	59%	66%	58%	59%	94%	97%	54%	66%	53%	39%	67%	97%	99%
My business does not use this	37%	31%	30%	39%	1%	36%	31%	39%	18%	5%	2%	44%	34%	38%	38%	33%	3%	1%
Don't know	4%	0%	0%	5%	0%	4%	3%	3%	23%	1%	0%	2%	0%	9%	23%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(25.B) As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	59%	28%	100%	100%	33%	72%	67%	34%	50%	40%	73%	20%	46%	0%	77%	100%	50%	56%
My business does not use this	37%	72%	0%	0%	67%	0%	0%	66%	25%	60%	27%	80%	54%	100%	23%	0%	50%	44%
Don't know	4%	0%	0%	0%	0%	28%	33%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(25.C) As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
My business uses this	59%	79%	100%	65%	70%	48%	100%	100%	51%	32%	72%	46%	64%	53%	71%	71%	0%
My business does not use this	37%	21%	0%	35%	20%	48%	0%	0%	32%	68%	28%	49%	22%	44%	29%	29%	99%
Don't know	4%	0%	0%	0%	10%	4%	0%	0%	17%	0%	0%	5%	13%	3%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(26.A) As far as you are aware, does your business use any of the following Google products? : Google Maps

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	72%	90%	83%	69%	2%	72%	64%	71%	91%	98%	98%	73%	52%	73%	100%	83%	100%	99%
My business does not use this	26%	10%	17%	29%	98%	26%	33%	27%	9%	2%	2%	24%	48%	27%	0%	1%	0%	1%
Don't know	2%	0%	0%	2%	0%	2%	3%	2%	0%	0%	0%	3%	0%	0%	0%	16%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

Public First Poll for Google Spain (Business) Business Count

(26.B) As far as you are aware, does your business use any of the following Google products? : Google Maps

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	72%	55%	100%	50%	33%	100%	100%	67%	100%	70%	73%	60%	77%	0%	69%	100%	100%	75%
My business does not use this	26%	45%	0%	50%	67%	0%	0%	33%	0%	20%	27%	20%	23%	100%	31%	0%	0%	19%
Don't know	2%	0%	0%	0%	0%	0%	0%	0%	0%	10%	0%	20%	0%	0%	0%	0%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(26.C) As far as you are aware, does your business use any of the following Google products? : Google Maps

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
My business uses this	72%	43%	54%	96%	70%	71%	0%	100%	93%	66%	58%	72%	37%	81%	89%	100%	99%
My business does not use this	26%	57%	31%	4%	27%	28%	100%	0%	7%	34%	38%	26%	63%	15%	11%	0%	1%
Don't know	2%	0%	15%	0%	3%	1%	0%	0%	0%	0%	4%	3%	0%	3%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(27.A) As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	48%	84%	65%	42%	98%	46%	53%	48%	36%	97%	49%	41%	60%	39%	31%	22%	98%	89%
My business does not use this	52%	16%	35%	57%	2%	53%	46%	51%	64%	3%	50%	58%	40%	61%	69%	78%	2%	11%
Don't know	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(27.B) As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	48%	46%	33%	50%	0%	42%	67%	33%	75%	30%	73%	20%	39%	100%	31%	67%	50%	44%
My business does not use this	52%	54%	67%	50%	100%	58%	33%	67%	25%	60%	27%	80%	61%	0%	69%	33%	50%	56%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(27.C) As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business

	Total	Age of Company					Revenue Change											
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4	
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4	
My business uses this	48%	95%	57%	55%	40%	40%	100%	54%	33%	49%	44%	33%	50%	53%	51%	86%	1%	
My business does not use this	52%	5%	33%	45%	60%	59%	0%	46%	67%	50%	56%	65%	50%	44%	49%	14%	99%	
Don't know	1%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	3%	0%	0%	0%	

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(28.A) As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	48%	58%	75%	42%	99%	47%	58%	49%	13%	52%	77%	42%	52%	49%	31%	58%	1%	93%
My business does not use this	49%	42%	25%	53%	1%	51%	37%	47%	87%	47%	23%	50%	48%	51%	69%	42%	99%	7%
Don't know	4%	0%	0%	5%	0%	3%	5%	4%	0%	1%	0%	8%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(28.B) As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	48%	37%	100%	50%	33%	9%	34%	34%	50%	30%	64%	40%	54%	100%	54%	67%	50%	38%
My business does not use this	49%	63%	0%	50%	67%	91%	33%	66%	50%	70%	36%	60%	46%	0%	38%	33%	50%	56%
Don't know	4%	0%	0%	0%	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(28.C) As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
My business uses this	48%	79%	55%	63%	48%	38%	100%	21%	33%	32%	38%	38%	50%	27%	76%	100%	1%
My business does not use this	49%	21%	45%	28%	52%	58%	0%	79%	49%	68%	58%	62%	50%	44%	24%	0%	99%
Don't know	4%	0%	0%	9%	0%	4%	0%	0%	18%	0%	4%	0%	0%	29%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(29.A) As far as you are aware, does your business use any of the following Google products? : YouTube

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	47%	49%	42%	47%	2%	48%	55%	47%	36%	53%	56%	45%	43%	41%	53%	72%	2%	8%
My business does not use this	52%	51%	58%	51%	98%	51%	45%	53%	41%	47%	44%	54%	57%	59%	25%	28%	98%	92%
Don't know	1%	0%	0%	2%	0%	1%	0%	0%	23%	0%	1%	0%	0%	0%	23%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(29.B) As far as you are aware, does your business use any of the following Google products? : YouTube

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	47%	46%	100%	50%	0%	36%	100%	34%	100%	50%	55%	20%	38%	0%	31%	33%	0%	44%
My business does not use this	52%	54%	0%	50%	100%	36%	0%	66%	0%	50%	45%	80%	62%	100%	69%	67%	100%	56%
Don t know	1%	0%	0%	0%	0%	28%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(29.C) As far as you are aware, does your business use any of the following Google products? : YouTube

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
My business uses this	47%	65%	49%	48%	50%	42%	100%	54%	29%	47%	51%	30%	57%	52%	54%	64%	0%
My business does not use this	52%	35%	51%	52%	50%	55%	0%	46%	54%	53%	49%	70%	43%	44%	46%	36%	100%
Don t know	1%	0%	0%	0%	0%	2%	0%	0%	17%	0%	0%	0%	0%	3%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(30.A) As far as you are aware, does your business use any of the following Google products? : Google Ads

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	34%	2%	48%	34%	2%	34%	34%	35%	12%	94%	76%	26%	44%	44%	1%	65%	2%	14%
My business does not use this	59%	70%	30%	63%	98%	58%	58%	58%	87%	5%	2%	71%	54%	47%	58%	34%	97%	86%
Don't know	7%	29%	22%	3%	0%	8%	9%	8%	0%	1%	21%	3%	2%	9%	41%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

Public First Poll for Google Spain (Business) Business Count

(30.B) As far as you are aware, does your business use any of the following Google products? : Google Ads

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	34%	37%	1%	50%	0%	15%	67%	34%	25%	20%	36%	0%	15%	0%	46%	67%	50%	31%
My business does not use this	59%	63%	66%	50%	100%	84%	0%	66%	50%	70%	54%	100%	77%	100%	46%	33%	50%	69%
Don't know	7%	0%	33%	0%	0%	1%	33%	0%	25%	10%	9%	0%	8%	0%	8%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(30.C) As far as you are aware, does your business use any of the following Google products? : Google Ads

	Total	Age of Company					Revenue Change											
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4	
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4	
My business uses this	34%	43%	41%	27%	46%	31%	100%	53%	33%	22%	34%	28%	21%	33%	48%	73%	0%	
My business does not use this	59%	57%	49%	57%	41%	65%	0%	47%	49%	68%	66%	63%	79%	64%	48%	27%	100%	
Don't know	7%	0%	10%	15%	13%	4%	0%	0%	18%	10%	0%	9%	0%	3%	4%	0%	0%	

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(31.A) As far as you are aware, does your business use any of the following Google products? : YouTube Ads

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	18%	29%	29%	15%	98%	17%	21%	18%	3%	51%	26%	15%	7%	28%	0%	55%	1%	2%
My business does not use this	71%	63%	49%	76%	2%	71%	77%	71%	74%	48%	73%	80%	90%	57%	36%	45%	99%	97%
Don't know	11%	8%	22%	9%	0%	12%	1%	10%	23%	1%	1%	5%	3%	15%	64%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(31.B) As far as you are aware, does your business use any of the following Google products? : YouTube Ads

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	18%	36%	0%	50%	0%	7%	33%	0%	0%	10%	36%	0%	0%	0%	8%	0%	0%	6%
My business does not use this	71%	64%	67%	50%	67%	65%	33%	100%	75%	80%	55%	100%	100%	100%	84%	100%	100%	75%
Don t know	11%	0%	33%	0%	33%	28%	33%	0%	25%	10%	9%	0%	0%	0%	8%	0%	0%	19%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(31.C) As far as you are aware, does your business use any of the following Google products? : YouTube Ads

	Total	Age of Company					Revenue Change											
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4	
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4	
My business uses this	18%	41%	21%	27%	22%	10%	100%	0%	0%	16%	14%	10%	21%	26%	15%	50%	0%	
My business does not use this	71%	59%	64%	63%	68%	77%	0%	100%	54%	74%	78%	81%	65%	71%	69%	50%	100%	
Don t know	11%	0%	15%	10%	10%	13%	0%	0%	46%	10%	8%	9%	14%	3%	16%	0%	0%	

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(32.A) As far as you are aware, does your business use any of the following Google products? : AdSense

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	32%	29%	38%	31%	99%	31%	34%	31%	26%	90%	32%	20%	26%	57%	30%	19%	0%	2%
My business does not use this	62%	59%	61%	63%	1%	65%	55%	62%	66%	8%	46%	73%	63%	43%	56%	80%	99%	92%
Don't know	6%	13%	0%	7%	0%	5%	11%	6%	8%	2%	22%	7%	10%	0%	13%	0%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(32.B) As far as you are aware, does your business use any of the following Google products? : AdSense

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	32%	45%	66%	50%	0%	41%	34%	1%	25%	10%	54%	0%	0%	0%	16%	33%	50%	25%
My business does not use this	62%	54%	34%	50%	100%	58%	66%	66%	75%	80%	46%	80%	85%	100%	69%	67%	50%	62%
Don't know	6%	0%	0%	0%	0%	1%	0%	33%	0%	10%	0%	20%	15%	0%	15%	0%	0%	12%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(32.C) As far as you are aware, does your business use any of the following Google products? : AdSense

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
My business uses this	32%	41%	45%	32%	30%	30%	100%	0%	33%	28%	20%	29%	58%	1%	30%	66%	0%
My business does not use this	62%	54%	55%	63%	62%	63%	0%	79%	49%	71%	68%	70%	42%	78%	65%	27%	100%
Don't know	6%	5%	0%	4%	8%	7%	0%	21%	19%	1%	12%	1%	0%	22%	4%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(33.A) As far as you are aware, does your business use any of the following Google products? : Google Way

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
My business uses this	12%	29%	27%	8%	2%	10%	12%	12%	10%	5%	31%	7%	6%	22%	0%	1%	0%	1%
My business does not use this	77%	71%	49%	83%	98%	78%	84%	78%	66%	51%	67%	88%	89%	63%	36%	90%	99%	98%
Don't know	11%	0%	24%	9%	0%	12%	4%	10%	23%	44%	2%	5%	5%	15%	64%	9%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

Public First Poll for Google Spain (Business) Business Count

(33.B) As far as you are aware, does your business use any of the following Google products? : Google Way

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
My business uses this	12%	18%	0%	50%	0%	1%	0%	34%	0%	20%	27%	0%	0%	0%	8%	0%	0%	0%
My business does not use this	77%	82%	67%	50%	100%	65%	67%	66%	100%	70%	64%	80%	85%	100%	84%	67%	100%	87%
Don t know	11%	0%	33%	0%	0%	34%	33%	0%	0%	10%	9%	20%	15%	0%	8%	33%	0%	12%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(33.C) As far as you are aware, does your business use any of the following Google products? : Google Way

	Total	Age of Company					Revenue Change											
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4	
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4	
My business uses this	12%	5%	21%	18%	20%	7%	0%	0%	0%	0%	10%	5%	7%	7%	12%	73%	0%	
My business does not use this	77%	95%	69%	72%	63%	82%	100%	99%	48%	89%	86%	85%	93%	89%	64%	27%	99%	
Don t know	11%	0%	10%	10%	17%	10%	0%	0%	52%	11%	4%	11%	0%	3%	23%	0%	1%	

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(34.A) To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Strongly agree	25%	29%	47%	21%	0%	25%	20%	24%	48%	48%	4%	18%	33%	16%	40%	55%	0%	1%
Somewhat agree	31%	49%	30%	29%	99%	29%	41%	31%	26%	50%	94%	32%	17%	39%	27%	28%	97%	98%
Neither agree nor disagree	23%	7%	10%	26%	1%	23%	29%	23%	17%	2%	1%	27%	25%	25%	0%	17%	1%	1%
Somewhat disagree	4%	15%	0%	4%	0%	5%	2%	4%	0%	1%	1%	4%	0%	9%	9%	0%	0%	0%
Strongly disagree	16%	0%	12%	18%	0%	17%	6%	17%	8%	0%	0%	16%	25%	10%	24%	0%	0%	0%
Don't know	1%	0%	0%	1%	0%	1%	4%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Total Agree:	56%	78%	77%	50%	99%	54%	60%	54%	74%	97%	98%	50%	50%	55%	67%	83%	98%	99%
Total Disagree:	21%	15%	12%	22%	0%	22%	7%	21%	9%	1%	1%	20%	25%	19%	33%	1%	1%	1%
Net:	35%	63%	65%	28%	99%	33%	53%	33%	66%	96%	97%	30%	25%	36%	34%	82%	97%	98%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(34.B) To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Strongly agree	25%	27%	33%	0%	0%	62%	67%	0%	0%	20%	27%	0%	8%	0%	15%	67%	0%	31%
Somewhat agree	31%	36%	33%	50%	0%	38%	0%	1%	25%	10%	45%	40%	8%	100%	39%	0%	50%	25%
Neither agree nor disagree	23%	9%	33%	0%	100%	0%	0%	66%	50%	40%	18%	20%	23%	0%	31%	0%	0%	25%
Somewhat disagree	4%	0%	0%	0%	0%	0%	33%	0%	0%	10%	0%	0%	15%	0%	0%	0%	0%	12%
Strongly disagree	16%	27%	0%	50%	0%	0%	0%	33%	25%	20%	9%	20%	46%	0%	15%	33%	50%	0%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	0%	0%	0%	0%	6%
Total Agree:	56%	64%	67%	50%	0%	100%	67%	1%	25%	30%	73%	40%	15%	100%	54%	67%	50%	56%
Total Disagree:	21%	27%	0%	50%	0%	0%	33%	33%	25%	30%	9%	20%	61%	0%	15%	33%	50%	12%
Net:	35%	37%	67%	0%	0%	100%	34%	-32%	0%	0%	64%	20%	-46%	100%	39%	33%	0%	44%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(34.C) To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Strongly agree	25%	0%	31%	48%	49%	15%	0%	53%	50%	26%	14%	13%	17%	26%	34%	64%	0%
Somewhat agree	31%	62%	41%	38%	17%	27%	100%	0%	19%	30%	31%	27%	50%	16%	37%	29%	1%
Neither agree nor disagree	23%	33%	18%	8%	12%	29%	0%	0%	7%	10%	44%	34%	20%	0%	18%	6%	0%
Somewhat disagree	4%	0%	0%	0%	10%	5%	0%	0%	0%	0%	3%	9%	0%	0%	11%	0%	0%
Strongly disagree	16%	5%	10%	6%	10%	23%	0%	46%	25%	34%	8%	16%	13%	58%	0%	0%	0%
Don't know	1%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	99%
Total Agree:	56%	62%	72%	86%	66%	42%	100%	54%	68%	56%	46%	40%	66%	42%	71%	94%	1%
Total Disagree:	21%	5%	10%	6%	20%	28%	0%	46%	25%	34%	11%	25%	13%	58%	11%	0%	0%
Net:	35%	57%	62%	80%	46%	14%	100%	7%	43%	22%	35%	15%	53%	-17%	60%	94%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(35.A) To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Strongly agree	27%	29%	33%	26%	98%	23%	34%	28%	10%	6%	44%	24%	28%	11%	30%	45%	0%	6%
Somewhat agree	31%	7%	33%	32%	2%	31%	36%	30%	34%	48%	33%	31%	31%	53%	0%	28%	2%	2%
Neither agree nor disagree	21%	36%	15%	21%	0%	23%	18%	20%	32%	45%	22%	20%	20%	23%	45%	26%	1%	91%
Somewhat disagree	12%	27%	7%	11%	0%	13%	6%	11%	24%	2%	0%	17%	4%	5%	0%	0%	97%	0%
Strongly disagree	9%	0%	12%	9%	0%	8%	3%	9%	0%	0%	0%	6%	17%	8%	24%	0%	0%	0%
Don't know	1%	0%	0%	1%	0%	1%	4%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Total Agree:	58%	37%	66%	58%	100%	54%	70%	58%	43%	53%	77%	55%	59%	64%	30%	74%	2%	9%
Total Disagree:	20%	27%	19%	20%	0%	22%	9%	20%	24%	2%	1%	22%	21%	13%	25%	1%	97%	1%
Net:	37%	9%	46%	38%	100%	33%	61%	38%	19%	51%	77%	33%	38%	51%	6%	73%	-94%	8%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(35.B) To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Strongly agree	27%	18%	33%	50%	0%	2%	33%	33%	0%	10%	45%	0%	23%	0%	38%	33%	0%	25%
Somewhat agree	31%	36%	0%	0%	0%	35%	67%	34%	0%	40%	27%	20%	31%	0%	38%	67%	50%	19%
Neither agree nor disagree	21%	27%	33%	50%	100%	35%	0%	33%	25%	10%	9%	60%	31%	100%	0%	0%	0%	31%
Somewhat disagree	12%	9%	33%	0%	0%	28%	0%	0%	50%	30%	9%	0%	8%	0%	8%	0%	50%	6%
Strongly disagree	9%	9%	0%	0%	0%	0%	0%	0%	25%	10%	9%	0%	8%	0%	15%	0%	0%	12%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	0%	0%	0%	0%	6%
Total Agree:	58%	55%	34%	50%	0%	37%	100%	67%	0%	50%	73%	20%	54%	0%	77%	100%	50%	44%
Total Disagree:	20%	18%	33%	0%	0%	28%	0%	0%	75%	40%	18%	0%	15%	0%	23%	0%	50%	19%
Net:	37%	37%	1%	50%	0%	9%	100%	67%	-74%	10%	54%	20%	38%	0%	54%	100%	0%	25%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(35.C) To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Strongly agree	27%	62%	31%	10%	19%	29%	0%	53%	51%	1%	16%	28%	21%	7%	33%	43%	0%
Somewhat agree	31%	38%	20%	44%	53%	21%	100%	47%	7%	27%	42%	32%	17%	34%	24%	44%	1%
Neither agree nor disagree	21%	0%	49%	10%	16%	27%	0%	0%	17%	19%	38%	19%	43%	19%	17%	0%	0%
Somewhat disagree	12%	0%	0%	32%	10%	9%	0%	0%	0%	36%	4%	15%	6%	11%	12%	14%	0%
Strongly disagree	9%	0%	0%	4%	0%	14%	0%	0%	25%	18%	0%	5%	13%	29%	13%	0%	0%
Don't know	1%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	99%
Total Agree:	58%	100%	51%	54%	72%	50%	100%	100%	58%	27%	58%	60%	38%	41%	57%	86%	1%
Total Disagree:	20%	0%	0%	36%	10%	23%	0%	0%	25%	54%	4%	19%	20%	40%	26%	14%	0%
Net:	37%	100%	51%	18%	62%	27%	100%	99%	33%	-27%	54%	41%	18%	0%	31%	73%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(36.A) To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Strongly agree	22%	30%	42%	18%	1%	23%	26%	23%	3%	91%	46%	17%	48%	0%	17%	64%	1%	12%
Somewhat agree	36%	37%	28%	38%	98%	37%	41%	35%	65%	6%	45%	30%	22%	71%	14%	3%	98%	87%
Neither agree nor disagree	28%	34%	26%	27%	1%	23%	26%	29%	9%	3%	8%	39%	13%	19%	47%	33%	1%	1%
Somewhat disagree	4%	0%	0%	5%	0%	4%	1%	4%	0%	0%	0%	0%	8%	10%	0%	0%	0%	0%
Strongly disagree	8%	0%	3%	9%	0%	9%	3%	8%	0%	0%	0%	12%	10%	0%	0%	0%	0%	0%
Don t know	2%	0%	0%	3%	0%	3%	4%	1%	23%	0%	0%	2%	0%	0%	23%	0%	0%	0%
Total Agree:	59%	66%	70%	56%	99%	61%	66%	58%	68%	97%	91%	47%	69%	71%	31%	67%	99%	99%
Total Disagree:	12%	0%	3%	14%	0%	13%	4%	12%	0%	0%	0%	12%	18%	10%	0%	0%	0%	0%
Net:	47%	66%	67%	42%	99%	48%	62%	46%	67%	96%	91%	35%	52%	61%	31%	67%	99%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(36.B) To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Strongly agree	22%	36%	33%	0%	0%	14%	34%	0%	25%	30%	18%	0%	15%	0%	31%	0%	0%	19%
Somewhat agree	36%	18%	0%	50%	0%	58%	66%	66%	50%	10%	27%	20%	23%	100%	54%	100%	50%	38%
Neither agree nor disagree	28%	27%	66%	50%	100%	0%	0%	34%	0%	50%	27%	60%	46%	0%	15%	0%	0%	31%
Somewhat disagree	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	0%	8%	0%	0%	0%	0%	0%
Strongly disagree	8%	18%	0%	0%	0%	0%	0%	0%	25%	10%	9%	0%	8%	0%	0%	0%	50%	6%
Don t know	2%	0%	0%	0%	0%	28%	0%	0%	0%	0%	0%	20%	0%	0%	0%	0%	0%	6%
Total Agree:	59%	55%	34%	50%	0%	72%	100%	66%	75%	40%	46%	20%	39%	100%	85%	100%	50%	56%
Total Disagree:	12%	18%	0%	0%	0%	0%	0%	0%	25%	10%	27%	0%	15%	0%	0%	0%	50%	6%
Net:	47%	37%	34%	50%	0%	72%	100%	66%	50%	30%	18%	20%	23%	100%	84%	100%	0%	50%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(36.C) To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Strongly agree	22%	22%	15%	30%	34%	18%	100%	53%	33%	27%	9%	15%	21%	0%	31%	38%	0%
Somewhat agree	36%	51%	0%	42%	47%	33%	0%	47%	25%	21%	42%	40%	52%	33%	47%	33%	1%
Neither agree nor disagree	28%	27%	84%	19%	7%	31%	0%	0%	19%	0%	39%	36%	14%	51%	15%	29%	0%
Somewhat disagree	4%	0%	0%	10%	0%	4%	0%	0%	0%	18%	10%	0%	0%	7%	0%	0%	0%
Strongly disagree	8%	0%	0%	0%	10%	11%	0%	0%	7%	34%	0%	7%	13%	8%	7%	0%	0%
Don t know	2%	0%	0%	0%	3%	3%	0%	0%	17%	0%	0%	1%	0%	0%	0%	0%	99%
Total Agree:	59%	73%	16%	71%	81%	51%	100%	100%	58%	48%	51%	56%	73%	34%	78%	71%	1%
Total Disagree:	12%	0%	0%	10%	10%	14%	0%	0%	7%	52%	10%	7%	13%	15%	7%	0%	0%
Net:	47%	73%	16%	61%	71%	36%	100%	100%	51%	-4%	42%	49%	60%	18%	71%	71%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(37.A) To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Strongly agree	21%	0%	45%	18%	1%	23%	21%	22%	3%	90%	26%	14%	32%	16%	17%	80%	1%	2%
Somewhat agree	37%	77%	38%	34%	98%	36%	39%	36%	56%	5%	45%	34%	33%	48%	51%	1%	97%	97%
Neither agree nor disagree	21%	8%	14%	23%	1%	17%	26%	21%	17%	3%	29%	20%	23%	25%	0%	2%	1%	1%
Somewhat disagree	4%	14%	0%	3%	0%	4%	1%	4%	0%	1%	1%	6%	2%	0%	9%	0%	0%	0%
Strongly disagree	15%	0%	3%	19%	0%	18%	10%	16%	0%	0%	0%	23%	11%	10%	0%	16%	1%	0%
Don't know	3%	0%	0%	3%	0%	3%	2%	1%	23%	0%	0%	3%	0%	0%	23%	0%	0%	0%
Total Agree:	58%	78%	83%	52%	99%	59%	60%	58%	59%	96%	70%	48%	65%	64%	68%	81%	98%	99%
Total Disagree:	19%	14%	3%	22%	0%	22%	12%	20%	1%	1%	1%	29%	13%	10%	9%	16%	1%	0%
Net:	39%	64%	79%	30%	99%	37%	49%	37%	58%	95%	69%	20%	52%	54%	60%	65%	97%	98%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(37.B) To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Strongly agree	21%	9%	33%	0%	0%	13%	66%	0%	25%	10%	18%	20%	15%	0%	31%	67%	0%	19%
Somewhat agree	37%	45%	0%	50%	0%	58%	33%	33%	50%	10%	45%	0%	8%	100%	38%	33%	0%	50%
Neither agree nor disagree	21%	18%	66%	0%	67%	1%	0%	67%	25%	40%	27%	20%	15%	0%	15%	0%	50%	6%
Somewhat disagree	4%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	8%	0%	8%	0%	0%	0%
Strongly disagree	15%	18%	0%	50%	33%	0%	0%	0%	0%	40%	9%	40%	54%	0%	8%	0%	50%	12%
Don t know	3%	0%	0%	0%	0%	28%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%
Total Agree:	58%	55%	34%	50%	0%	71%	100%	33%	75%	20%	64%	20%	23%	100%	69%	100%	0%	69%
Total Disagree:	19%	27%	0%	50%	33%	0%	0%	0%	0%	40%	9%	60%	61%	0%	15%	0%	50%	12%
Net:	39%	28%	33%	0%	-33%	71%	100%	33%	75%	-20%	54%	-40%	-38%	100%	54%	100%	-50%	56%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(37.C) To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Strongly agree	21%	16%	6%	39%	34%	14%	0%	53%	23%	55%	16%	14%	1%	26%	31%	27%	0%
Somewhat agree	37%	57%	21%	42%	44%	32%	100%	47%	47%	11%	47%	35%	65%	12%	14%	52%	0%
Neither agree nor disagree	21%	27%	18%	8%	6%	28%	0%	0%	7%	18%	17%	25%	34%	18%	17%	21%	1%
Somewhat disagree	4%	0%	0%	7%	0%	4%	0%	0%	0%	3%	5%	0%	0%	0%	16%	0%	0%
Strongly disagree	15%	0%	40%	4%	16%	18%	0%	0%	6%	16%	14%	21%	0%	44%	22%	0%	0%
Don t know	3%	0%	15%	0%	0%	3%	0%	0%	17%	0%	4%	0%	0%	0%	0%	0%	99%
Total Agree:	58%	73%	27%	81%	78%	46%	100%	100%	70%	66%	62%	49%	66%	38%	45%	79%	0%
Total Disagree:	19%	0%	40%	11%	16%	22%	0%	0%	7%	16%	17%	26%	0%	44%	38%	0%	0%
Net:	39%	73%	-13%	69%	62%	24%	100%	100%	63%	50%	46%	23%	66%	-6%	7%	79%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(38.A) There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
I know a lot about AI	5%	0%	18%	4%	0%	5%	0%	6%	1%	2%	23%	8%	7%	0%	0%	0%	0%	6%
I know a moderate amount about AI	22%	18%	19%	23%	1%	20%	22%	22%	18%	48%	46%	20%	22%	32%	14%	10%	2%	7%
I know a little about AI	52%	54%	40%	55%	2%	56%	55%	51%	73%	49%	31%	55%	54%	32%	69%	73%	98%	87%
I know nothing at all about AI	16%	0%	6%	19%	0%	17%	13%	17%	8%	0%	0%	17%	17%	27%	0%	16%	0%	0%
Don't Know	4%	28%	16%	0%	98%	3%	10%	4%	0%	0%	0%	0%	0%	9%	17%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(38.B) There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
I know a lot about AI	5%	18%	0%	0%	0%	1%	33%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I know a moderate amount about AI	22%	18%	0%	50%	33%	8%	0%	66%	0%	0%	27%	20%	31%	100%	23%	33%	0%	31%
I know a little about AI	52%	36%	66%	50%	67%	91%	67%	1%	75%	80%	27%	60%	54%	0%	61%	67%	50%	62%
I know nothing at all about AI	16%	18%	0%	0%	0%	0%	0%	33%	0%	20%	36%	20%	15%	0%	15%	0%	50%	6%
Don t Know	4%	9%	33%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(38.C) There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
I know a lot about AI	5%	0%	31%	14%	0%	3%	0%	0%	22%	11%	0%	5%	0%	0%	0%	23%	0%
I know a moderate amount about AI	22%	49%	27%	18%	14%	21%	100%	53%	25%	27%	20%	5%	23%	36%	18%	49%	0%
I know a little about AI	52%	16%	42%	38%	73%	57%	0%	47%	53%	26%	75%	52%	57%	53%	82%	28%	1%
I know nothing at all about AI	16%	16%	0%	20%	13%	17%	0%	0%	0%	36%	5%	35%	0%	11%	0%	0%	99%
Don't Know	4%	19%	0%	10%	0%	2%	0%	0%	0%	0%	0%	3%	20%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(39.A) In general, how likely do you think it is that your business will explore AI tools more in the next year?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very likely	20%	29%	22%	19%	0%	18%	24%	21%	2%	46%	45%	19%	17%	10%	38%	10%	1%	12%
Somewhat likely	28%	36%	18%	29%	2%	31%	34%	29%	11%	49%	12%	27%	39%	15%	22%	71%	1%	2%
Neither likely or unlikely	14%	0%	14%	16%	0%	14%	14%	14%	24%	3%	21%	13%	2%	34%	23%	17%	1%	86%
Somewhat unlikely	23%	34%	26%	21%	0%	21%	14%	21%	55%	1%	21%	24%	30%	23%	0%	2%	97%	0%
Very unlikely	14%	0%	14%	15%	98%	14%	14%	15%	8%	0%	0%	18%	12%	19%	0%	0%	0%	0%
Don't know	1%	0%	6%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	17%	0%	0%	0%
Total Likely:	48%	66%	40%	48%	2%	49%	57%	49%	13%	95%	57%	46%	56%	25%	60%	81%	2%	14%
Total Unlikely:	37%	34%	40%	37%	98%	35%	29%	36%	63%	2%	22%	41%	42%	42%	0%	2%	97%	0%
Net:	11%	32%	0%	11%	-96%	14%	29%	13%	-51%	93%	36%	4%	15%	-17%	60%	79%	-95%	14%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(39.B) In general, how likely do you think it is that your business will explore AI tools more in the next year?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very likely	20%	9%	0%	0%	0%	8%	67%	0%	0%	10%	45%	0%	8%	0%	8%	33%	50%	25%
Somewhat likely	28%	45%	33%	0%	33%	6%	0%	34%	50%	30%	18%	20%	38%	100%	31%	0%	0%	31%
Neither likely or unlikely	14%	0%	33%	50%	33%	29%	33%	0%	0%	20%	9%	20%	0%	0%	15%	0%	0%	31%
Somewhat unlikely	23%	27%	0%	50%	33%	57%	0%	33%	50%	20%	9%	20%	15%	0%	38%	33%	50%	0%
Very unlikely	14%	18%	0%	0%	0%	0%	0%	33%	0%	20%	18%	40%	38%	0%	8%	33%	0%	12%
Don't know	1%	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	48%	55%	34%	0%	33%	14%	67%	34%	50%	40%	64%	20%	46%	100%	39%	33%	50%	56%
Total Unlikely:	37%	45%	0%	50%	33%	57%	0%	66%	50%	40%	27%	60%	54%	0%	46%	67%	50%	13%
Net:	11%	10%	33%	-50%	0%	-43%	67%	-32%	0%	0%	36%	-40%	-8%	100%	-7%	-33%	0%	44%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(39.C) In general, how likely do you think it is that your business will explore AI tools more in the next year?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very likely	20%	44%	15%	31%	14%	15%	100%	21%	51%	1%	20%	7%	0%	26%	7%	50%	0%
Somewhat likely	28%	16%	31%	28%	25%	30%	0%	33%	7%	26%	27%	25%	56%	12%	55%	34%	1%
Neither likely or unlikely	14%	16%	54%	14%	15%	11%	0%	0%	17%	18%	21%	13%	7%	21%	7%	16%	99%
Somewhat unlikely	23%	0%	0%	21%	25%	28%	0%	0%	19%	21%	33%	36%	16%	8%	16%	0%	0%
Very unlikely	14%	24%	0%	6%	20%	14%	0%	47%	6%	34%	0%	16%	20%	33%	15%	0%	0%
Don't know	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
Total Likely:	48%	60%	46%	59%	39%	45%	100%	53%	58%	27%	47%	32%	56%	38%	62%	84%	1%
Total Unlikely:	37%	24%	0%	27%	46%	42%	0%	47%	25%	55%	33%	52%	37%	40%	32%	0%	0%
Net:	11%	36%	46%	32%	-6%	3%	100%	7%	33%	-27%	14%	-19%	20%	-2%	30%	84%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(40.A) Does your business currently use any AI technology to do the following? Please select all that apply

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Optimise and maximise marketing and sales activity	8%	1%	23%	6%	98%	6%	13%	8%	2%	46%	3%	10%	5%	15%	0%	10%	1%	1%
Automate customer support	7%	12%	14%	6%	1%	7%	14%	8%	1%	4%	32%	8%	9%	6%	14%	1%	0%	7%
None of the above - but we use AI for other things	5%	10%	0%	6%	0%	3%	10%	5%	8%	0%	0%	7%	11%	0%	0%	0%	0%	0%
Don't know	5%	0%	0%	7%	0%	6%	0%	6%	0%	0%	21%	0%	0%	9%	0%	17%	0%	0%
Not applicable - we don't use AI technology at all	45%	28%	16%	51%	0%	49%	36%	44%	56%	3%	21%	51%	64%	30%	0%	2%	98%	86%
Data analysis	14%	15%	33%	11%	1%	12%	17%	14%	10%	6%	26%	19%	5%	12%	14%	46%	1%	7%
Automate repetitive tasks	13%	1%	11%	15%	1%	14%	18%	14%	1%	5%	53%	21%	4%	9%	14%	17%	1%	12%
Help with drafting/writing documents	13%	15%	20%	12%	2%	15%	6%	14%	2%	47%	9%	9%	9%	24%	33%	54%	1%	1%
Automate other internal systems	13%	28%	8%	12%	0%	11%	22%	12%	24%	45%	4%	10%	9%	14%	39%	9%	0%	1%
Information retrieval (e.g. using AI to search the web or internal company data)	12%	7%	12%	12%	1%	12%	19%	12%	10%	46%	25%	19%	9%	6%	0%	10%	1%	6%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(40.B) Does your business currently use any AI technology to do the following? Please select all that apply

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Optimise and maximise marketing and sales activity	8%	9%	0%	0%	33%	6%	0%	0%	25%	10%	9%	0%	8%	0%	0%	0%	0%	19%
Automate customer support	7%	9%	0%	50%	33%	1%	0%	1%	25%	10%	0%	0%	8%	0%	8%	0%	0%	6%
None of the above - but we use AI for other things	5%	9%	0%	0%	0%	0%	0%	33%	0%	0%	0%	0%	0%	100%	8%	33%	0%	6%
Don't know	5%	0%	0%	0%	0%	1%	33%	0%	0%	10%	18%	0%	0%	0%	0%	0%	0%	0%
Not applicable - we don't use AI technology at all	45%	36%	33%	50%	33%	57%	0%	33%	75%	60%	36%	60%	69%	0%	54%	33%	100%	44%
Data analysis	14%	9%	0%	0%	33%	1%	33%	33%	0%	10%	0%	40%	0%	0%	31%	0%	0%	31%
Automate repetitive tasks	13%	36%	33%	0%	0%	2%	33%	1%	0%	10%	9%	0%	15%	0%	0%	0%	0%	19%
Help with drafting/writing documents	13%	9%	0%	0%	33%	6%	33%	1%	0%	0%	9%	20%	8%	0%	31%	0%	0%	13%
Automate other internal systems	13%	9%	33%	0%	0%	34%	33%	0%	0%	0%	27%	0%	8%	0%	8%	0%	0%	6%
Information retrieval (e.g. using AI to search the web or internal company data)	12%	27%	0%	0%	0%	7%	0%	33%	0%	0%	9%	20%	8%	0%	8%	33%	0%	19%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(40.C) Does your business currently use any AI technology to do the following? Please select all that apply

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Optimise and maximise marketing and sales activity	8%	41%	6%	8%	12%	3%	0%	53%	0%	10%	6%	2%	34%	0%	0%	7%	0%
Automate customer support	7%	16%	21%	6%	0%	7%	0%	0%	7%	11%	0%	4%	34%	12%	0%	23%	0%
None of the above - but we use AI for other things	5%	5%	0%	4%	0%	8%	0%	0%	0%	0%	16%	3%	8%	7%	7%	0%	0%
Don't know	5%	0%	0%	0%	10%	7%	0%	0%	0%	0%	0%	7%	0%	0%	16%	27%	0%
Not applicable - we don't use AI technology at all	45%	16%	24%	41%	50%	50%	0%	47%	17%	60%	45%	62%	37%	34%	47%	14%	99%
Data analysis	14%	16%	0%	24%	20%	10%	0%	33%	19%	1%	17%	6%	0%	47%	23%	37%	1%
Automate repetitive tasks	13%	22%	49%	17%	11%	9%	100%	21%	0%	1%	8%	21%	0%	26%	4%	23%	0%
Help with drafting/writing documents	13%	16%	36%	0%	20%	13%	0%	0%	41%	0%	22%	9%	14%	22%	16%	0%	0%
Automate other internal systems	13%	22%	0%	29%	5%	10%	0%	0%	36%	18%	0%	3%	20%	26%	14%	0%	0%
Information retrieval (e.g. using AI to search the web or internal company data)	12%	38%	36%	10%	10%	7%	0%	21%	0%	11%	12%	16%	21%	0%	0%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(41.A) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Yes, in the next year	21%	1%	40%	19%	0%	19%	15%	21%	2%	47%	24%	15%	16%	19%	41%	54%	1%	6%
Yes, in the next two years	24%	17%	28%	24%	98%	23%	25%	25%	18%	6%	25%	26%	29%	32%	0%	1%	1%	92%
Yes, in the next five years	11%	56%	8%	8%	1%	11%	18%	10%	24%	3%	50%	9%	5%	9%	9%	34%	97%	1%
Yes, in the next ten years	2%	12%	0%	2%	0%	2%	2%	2%	1%	1%	0%	2%	2%	0%	14%	1%	0%	0%
Yes, but not in the next ten years	7%	7%	16%	5%	0%	8%	5%	6%	23%	0%	0%	5%	14%	9%	0%	0%	0%	0%
Don't know	36%	8%	8%	43%	0%	37%	33%	36%	32%	44%	1%	43%	35%	32%	36%	10%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(41.B) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Yes, in the next year	21%	36%	66%	0%	0%	7%	33%	0%	0%	10%	27%	0%	15%	0%	15%	33%	0%	12%
Yes, in the next two years	24%	27%	0%	50%	0%	1%	66%	66%	25%	0%	27%	40%	23%	100%	23%	0%	0%	25%
Yes, in the next five years	11%	0%	0%	0%	67%	30%	0%	1%	25%	40%	9%	0%	8%	0%	8%	0%	0%	13%
Yes, in the next ten years	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	23%	0%	0%	0%	0%	6%
Yes, but not in the next ten years	7%	0%	0%	0%	0%	28%	0%	0%	0%	10%	0%	20%	8%	0%	15%	33%	0%	6%
Don't know	36%	36%	33%	50%	33%	34%	0%	33%	50%	40%	36%	40%	23%	0%	38%	33%	100%	37%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(41.C) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Yes, in the next year	21%	0%	24%	15%	25%	24%	0%	21%	41%	1%	24%	18%	0%	0%	40%	57%	0%
Yes, in the next two years	24%	62%	21%	37%	17%	18%	100%	0%	35%	45%	26%	12%	49%	33%	14%	22%	1%
Yes, in the next five years	11%	16%	0%	14%	5%	12%	0%	0%	0%	10%	13%	13%	21%	0%	0%	7%	0%
Yes, in the next ten years	2%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	27%	4%	0%	0%
Yes, but not in the next ten years	7%	0%	0%	6%	16%	6%	0%	0%	0%	11%	3%	8%	16%	0%	16%	0%	0%
Don't know	36%	22%	55%	28%	36%	38%	0%	79%	24%	34%	34%	48%	13%	40%	26%	14%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(42.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	387	73	215	99	28	309	113	53	84	100	150	68	30	44	34	67	35	101
Weighted	283	22	53	208	7	235	91	269	11	2	1	118	53	50	13	13	6	4
Very likely	36%	40%	48%	32%	98%	37%	33%	38%	5%	8%	46%	21%	46%	48%	33%	51%	1%	12%
Somewhat likely	40%	33%	12%	48%	2%	45%	44%	40%	23%	90%	53%	41%	54%	35%	18%	31%	1%	88%
Neither likely nor unlikely	13%	27%	28%	7%	0%	11%	13%	11%	54%	2%	0%	16%	0%	17%	0%	18%	98%	0%
Somewhat unlikely	8%	0%	0%	11%	0%	3%	7%	7%	18%	1%	0%	19%	0%	0%	0%	0%	0%	0%
Very unlikely	3%	0%	12%	2%	0%	4%	4%	4%	0%	0%	0%	3%	0%	0%	49%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	76%	73%	60%	80%	100%	82%	76%	78%	27%	97%	99%	62%	100%	83%	51%	82%	2%	100%
Total Unlikely:	11%	0%	12%	12%	0%	7%	11%	11%	18%	1%	0%	22%	0%	0%	49%	0%	0%	0%
Net:	65%	73%	48%	68%	100%	75%	66%	67%	9%	97%	99%	41%	100%	83%	2%	82%	2%	100%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(42.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	387	69	12	6	3	6	11	3	10	17	69	7	21	1	91	9	3	49
Weighted	283	52	9	5	10	8	23	4	10	12	60	4	13	3	38	5	0	28
Very likely	36%	29%	50%	0%	0%	5%	66%	0%	50%	0%	71%	0%	0%	0%	33%	0%	93%	25%
Somewhat likely	40%	57%	0%	0%	0%	21%	33%	51%	0%	80%	29%	100%	100%	100%	17%	100%	3%	50%
Neither likely nor unlikely	13%	0%	50%	99%	100%	73%	0%	0%	50%	20%	0%	0%	0%	0%	0%	0%	3%	12%
Somewhat unlikely	8%	14%	0%	0%	0%	0%	0%	49%	0%	0%	0%	0%	0%	0%	33%	0%	0%	0%
Very unlikely	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	17%	0%	0%	12%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	76%	86%	50%	1%	0%	27%	100%	51%	50%	80%	100%	100%	100%	100%	50%	100%	97%	75%
Total Unlikely:	11%	14%	0%	0%	0%	0%	0%	49%	0%	0%	0%	0%	0%	0%	50%	0%	0%	12%
Net:	65%	71%	50%	1%	0%	27%	100%	2%	50%	80%	100%	100%	100%	100%	1%	100%	97%	63%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(42.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	387	5	14	56	110	199	5	9	37	75	86	63	39	22	26	19	3
Weighted	283	30	11	57	37	148	8	2	26	26	54	67	25	10	28	27	0
Very likely	36%	45%	1%	56%	41%	28%	0%	1%	43%	53%	38%	16%	29%	78%	23%	58%	17%
Somewhat likely	40%	49%	13%	29%	59%	40%	100%	99%	9%	29%	27%	66%	51%	1%	52%	24%	49%
Neither likely nor unlikely	13%	0%	87%	8%	0%	15%	0%	0%	0%	18%	9%	19%	20%	0%	13%	18%	33%
Somewhat unlikely	8%	6%	0%	0%	0%	14%	0%	0%	24%	0%	25%	0%	0%	20%	0%	0%	0%
Very unlikely	3%	0%	0%	6%	0%	4%	0%	0%	24%	0%	0%	0%	0%	0%	13%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	76%	94%	13%	86%	100%	68%	100%	100%	51%	82%	65%	81%	80%	80%	75%	82%	67%
Total Unlikely:	11%	6%	0%	6%	0%	18%	0%	0%	49%	0%	25%	0%	0%	20%	13%	0%	0%
Net:	65%	87%	13%	79%	99%	50%	100%	100%	3%	82%	40%	81%	80%	59%	62%	82%	67%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(43.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	387	73	215	99	28	309	113	53	84	100	150	68	30	44	34	67	35	101
Weighted	283	22	53	208	7	235	91	269	11	2	1	118	53	50	13	13	6	4
Very likely	10%	39%	26%	3%	0%	8%	9%	10%	19%	3%	1%	10%	0%	10%	33%	0%	0%	0%
Somewhat likely	16%	9%	10%	18%	2%	17%	21%	15%	20%	7%	52%	22%	5%	32%	0%	2%	0%	1%
Neither likely nor unlikely	22%	24%	10%	25%	0%	24%	14%	23%	2%	4%	2%	16%	14%	27%	17%	19%	0%	1%
Somewhat unlikely	29%	28%	33%	29%	98%	23%	37%	28%	56%	82%	23%	33%	32%	15%	0%	78%	99%	92%
Very unlikely	23%	0%	22%	26%	0%	28%	18%	24%	2%	4%	23%	20%	50%	17%	49%	1%	0%	6%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	26%	48%	36%	21%	2%	25%	31%	25%	39%	9%	52%	31%	5%	42%	33%	2%	0%	1%
Total Unlikely:	52%	28%	54%	54%	98%	51%	55%	52%	58%	86%	46%	52%	81%	32%	49%	79%	99%	98%
Net:	-26%	20%	-18%	-33%	-96%	-26%	-25%	-26%	-19%	-77%	6%	-21%	-77%	10%	-16%	-76%	-99%	-97%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(43.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	387	69	12	6	3	6	11	3	10	17	69	7	21	1	91	9	3	49
Weighted	283	52	9	5	10	8	23	4	10	12	60	4	13	3	38	5	0	28
Very likely	10%	14%	50%	0%	50%	0%	0%	49%	0%	0%	14%	50%	0%	0%	0%	0%	0%	0%
Somewhat likely	16%	29%	0%	99%	0%	5%	33%	51%	0%	0%	14%	0%	17%	0%	0%	0%	93%	13%
Neither likely nor unlikely	22%	14%	50%	0%	50%	0%	33%	0%	0%	40%	28%	0%	17%	100%	0%	0%	0%	37%
Somewhat unlikely	29%	43%	1%	0%	0%	92%	0%	0%	0%	60%	14%	0%	50%	0%	50%	100%	3%	25%
Very unlikely	23%	0%	0%	1%	0%	3%	33%	0%	100%	0%	29%	50%	17%	0%	50%	0%	3%	25%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	26%	43%	50%	99%	50%	5%	33%	100%	0%	0%	29%	50%	17%	0%	0%	0%	93%	13%
Total Unlikely:	52%	43%	1%	1%	0%	95%	33%	0%	100%	60%	43%	50%	67%	0%	100%	100%	7%	50%
Net:	-26%	0%	49%	99%	50%	-90%	0%	100%	-100%	-60%	-14%	0%	-50%	0%	-99%	-100%	87%	-37%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(43.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	387	5	14	56	110	199	5	9	37	75	86	63	39	22	26	19	3
Weighted	283	30	11	57	37	148	8	2	26	26	54	67	25	10	28	27	0
Very likely	10%	6%	0%	28%	0%	8%	0%	1%	0%	0%	4%	6%	20%	20%	0%	27%	33%
Somewhat likely	16%	0%	47%	35%	6%	12%	0%	0%	9%	33%	0%	22%	1%	79%	13%	25%	0%
Neither likely nor unlikely	22%	0%	40%	13%	31%	26%	0%	0%	0%	28%	20%	26%	21%	0%	43%	31%	0%
Somewhat unlikely	29%	73%	12%	10%	39%	26%	100%	98%	24%	1%	29%	32%	58%	0%	31%	17%	67%
Very unlikely	23%	21%	0%	14%	23%	28%	0%	0%	67%	38%	47%	13%	0%	0%	13%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	26%	6%	48%	62%	7%	19%	0%	1%	9%	33%	4%	28%	21%	99%	13%	52%	33%
Total Unlikely:	52%	94%	12%	25%	63%	54%	100%	98%	91%	39%	76%	45%	58%	0%	44%	17%	67%
Net:	-26%	-87%	35%	38%	-56%	-35%	-100%	-97%	-83%	-6%	-72%	-17%	-37%	99%	-31%	35%	-33%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(44.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	387	73	215	99	28	309	113	53	84	100	150	68	30	44	34	67	35	101
Weighted	283	22	53	208	7	235	91	269	11	2	1	118	53	50	13	13	6	4
Very likely	18%	39%	29%	13%	0%	21%	16%	19%	2%	4%	2%	16%	14%	10%	33%	50%	1%	1%
Somewhat likely	28%	24%	32%	27%	1%	25%	38%	28%	22%	10%	73%	34%	22%	36%	1%	0%	1%	12%
Neither likely nor unlikely	30%	11%	26%	33%	98%	31%	33%	31%	4%	82%	23%	24%	41%	37%	17%	49%	1%	1%
Somewhat unlikely	14%	27%	0%	16%	0%	10%	8%	11%	71%	4%	1%	22%	7%	0%	0%	0%	98%	86%
Very unlikely	10%	0%	12%	11%	0%	12%	4%	11%	0%	0%	0%	5%	16%	17%	49%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	46%	63%	61%	40%	2%	47%	55%	47%	24%	14%	75%	50%	37%	46%	34%	51%	2%	12%
Total Unlikely:	24%	27%	12%	27%	0%	22%	12%	22%	72%	4%	1%	26%	23%	17%	49%	1%	98%	86%
Net:	22%	36%	49%	14%	2%	25%	43%	25%	-47%	10%	74%	23%	14%	29%	-15%	50%	-96%	-74%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(44.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	387	69	12	6	3	6	11	3	10	17	69	7	21	1	91	9	3	49
Weighted	283	52	9	5	10	8	23	4	10	12	60	4	13	3	38	5	0	28
Very likely	18%	14%	50%	0%	50%	0%	33%	0%	50%	0%	14%	0%	0%	0%	33%	0%	0%	0%
Somewhat likely	28%	29%	1%	99%	0%	8%	0%	51%	0%	60%	29%	100%	33%	100%	33%	100%	93%	13%
Neither likely nor unlikely	30%	43%	50%	1%	50%	19%	33%	0%	50%	40%	29%	0%	33%	0%	0%	0%	3%	50%
Somewhat unlikely	14%	14%	0%	0%	0%	73%	33%	49%	0%	0%	0%	0%	17%	0%	17%	0%	3%	25%
Very unlikely	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	28%	0%	17%	0%	17%	0%	0%	12%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	46%	43%	50%	99%	50%	8%	33%	51%	50%	60%	43%	100%	33%	100%	67%	100%	93%	13%
Total Unlikely:	24%	14%	0%	0%	0%	73%	33%	49%	0%	0%	28%	0%	33%	0%	33%	0%	3%	37%
Net:	22%	29%	50%	99%	50%	-66%	0%	2%	50%	60%	14%	100%	0%	100%	34%	100%	90%	-25%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(44.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	387	5	14	56	110	199	5	9	37	75	86	63	39	22	26	19	3
Weighted	283	30	11	57	37	148	8	2	26	26	54	67	25	10	28	27	0
Very likely	18%	0%	0%	23%	18%	21%	0%	0%	29%	18%	12%	17%	20%	0%	23%	0%	33%
Somewhat likely	28%	42%	47%	32%	28%	22%	0%	100%	0%	35%	8%	42%	22%	1%	8%	100%	0%
Neither likely nor unlikely	30%	52%	53%	25%	21%	28%	100%	0%	9%	47%	29%	25%	58%	0%	56%	0%	49%
Somewhat unlikely	14%	6%	0%	13%	10%	17%	0%	0%	38%	0%	20%	12%	0%	98%	0%	0%	17%
Very unlikely	10%	0%	0%	6%	23%	12%	0%	0%	24%	0%	31%	3%	0%	0%	13%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	46%	42%	47%	55%	46%	43%	0%	100%	29%	53%	20%	60%	42%	2%	31%	100%	33%
Total Unlikely:	24%	6%	0%	20%	33%	29%	0%	0%	62%	0%	51%	15%	0%	98%	13%	0%	17%
Net:	22%	35%	47%	36%	13%	14%	0%	100%	-32%	53%	-32%	44%	42%	-96%	19%	100%	16%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(45.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	387	73	215	99	28	309	113	53	84	100	150	68	30	44	34	67	35	101
Weighted	283	22	53	208	7	235	91	269	11	2	1	118	53	50	13	13	6	4
Very likely	15%	9%	34%	11%	0%	15%	2%	15%	20%	4%	1%	17%	14%	10%	33%	50%	1%	0%
Somewhat likely	29%	64%	13%	30%	1%	32%	43%	29%	21%	85%	75%	26%	23%	22%	17%	48%	1%	93%
Neither likely nor unlikely	30%	27%	18%	33%	0%	30%	35%	29%	57%	8%	23%	32%	38%	22%	1%	1%	98%	6%
Somewhat unlikely	15%	0%	9%	18%	0%	12%	12%	16%	2%	3%	1%	25%	9%	15%	0%	0%	1%	1%
Very unlikely	11%	0%	26%	8%	98%	10%	8%	11%	1%	1%	0%	0%	16%	31%	49%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	45%	73%	47%	41%	2%	48%	45%	44%	41%	89%	75%	43%	37%	32%	51%	98%	1%	93%
Total Unlikely:	26%	0%	35%	26%	98%	22%	20%	27%	2%	3%	2%	25%	25%	47%	49%	0%	1%	1%
Net:	19%	73%	12%	15%	-96%	26%	25%	18%	39%	86%	74%	18%	12%	-15%	2%	98%	1%	92%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(45.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	387	69	12	6	3	6	11	3	10	17	69	7	21	1	91	9	3	49
Weighted	283	52	9	5	10	8	23	4	10	12	60	4	13	3	38	5	0	28
Very likely	15%	28%	50%	0%	50%	0%	33%	49%	0%	0%	0%	0%	0%	0%	17%	0%	0%	13%
Somewhat likely	29%	29%	0%	99%	0%	24%	0%	51%	0%	40%	43%	0%	67%	100%	17%	0%	93%	38%
Neither likely nor unlikely	30%	15%	50%	1%	50%	76%	0%	0%	0%	60%	29%	100%	33%	0%	33%	100%	3%	37%
Somewhat unlikely	15%	14%	0%	0%	0%	0%	66%	0%	99%	0%	0%	0%	0%	0%	17%	0%	3%	12%
Very unlikely	11%	14%	0%	0%	0%	0%	0%	0%	0%	0%	28%	0%	0%	0%	17%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	45%	57%	50%	99%	50%	24%	33%	100%	1%	40%	43%	0%	67%	100%	33%	0%	93%	50%
Total Unlikely:	26%	28%	1%	0%	0%	0%	66%	0%	99%	0%	28%	0%	0%	0%	33%	0%	3%	12%
Net:	19%	29%	49%	99%	50%	24%	-33%	100%	-99%	40%	14%	0%	67%	100%	0%	0%	90%	38%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(45.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	387	5	14	56	110	199	5	9	37	75	86	63	39	22	26	19	3
Weighted	283	30	11	57	37	148	8	2	26	26	54	67	25	10	28	27	0
Very likely	15%	0%	0%	13%	23%	19%	0%	1%	29%	0%	7%	17%	20%	0%	23%	34%	33%
Somewhat likely	29%	34%	59%	15%	32%	31%	100%	99%	0%	1%	25%	27%	42%	22%	21%	49%	17%
Neither likely nor unlikely	30%	42%	40%	44%	1%	28%	0%	0%	22%	62%	23%	45%	9%	1%	43%	17%	49%
Somewhat unlikely	15%	0%	0%	28%	21%	12%	0%	0%	24%	37%	14%	11%	0%	78%	13%	0%	0%
Very unlikely	11%	24%	0%	0%	23%	10%	0%	0%	24%	0%	31%	0%	29%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	45%	34%	59%	28%	55%	50%	100%	100%	29%	1%	32%	44%	62%	22%	44%	83%	51%
Total Unlikely:	26%	24%	0%	28%	44%	23%	0%	0%	49%	37%	45%	11%	29%	78%	13%	0%	0%
Net:	19%	10%	59%	0%	11%	27%	100%	100%	-19%	-35%	-14%	32%	33%	-56%	31%	83%	51%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(46.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	387	73	215	99	28	309	113	53	84	100	150	68	30	44	34	67	35	101
Weighted	283	22	53	208	7	235	91	269	11	2	1	118	53	50	13	13	6	4
Very likely	7%	39%	22%	0%	0%	6%	9%	7%	2%	3%	1%	6%	0%	0%	33%	0%	0%	0%
Somewhat likely	21%	24%	17%	22%	1%	25%	17%	21%	21%	7%	66%	19%	11%	32%	0%	52%	0%	7%
Neither likely nor unlikely	17%	37%	19%	14%	0%	15%	10%	15%	73%	5%	2%	17%	18%	5%	17%	1%	99%	1%
Somewhat unlikely	26%	0%	8%	34%	1%	23%	26%	27%	3%	82%	30%	29%	32%	32%	0%	29%	1%	92%
Very unlikely	23%	0%	21%	26%	0%	28%	21%	24%	2%	3%	1%	23%	39%	17%	49%	19%	0%	0%
Don't know	5%	0%	14%	4%	98%	3%	16%	6%	0%	0%	0%	6%	0%	15%	0%	0%	0%	0%
Total Likely:	28%	62%	39%	22%	1%	31%	26%	28%	23%	10%	67%	25%	11%	32%	33%	52%	0%	7%
Total Unlikely:	49%	0%	29%	60%	1%	50%	47%	51%	4%	85%	31%	52%	71%	49%	49%	47%	1%	92%
Net:	-21%	62%	10%	-38%	-1%	-20%	-21%	-23%	18%	-75%	36%	-27%	-60%	-17%	-16%	5%	-1%	-85%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(46.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	387	69	12	6	3	6	11	3	10	17	69	7	21	1	91	9	3	49
Weighted	283	52	9	5	10	8	23	4	10	12	60	4	13	3	38	5	0	28
Very likely	7%	14%	50%	0%	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	0%	0%	93%	0%
Somewhat likely	21%	29%	0%	0%	50%	8%	0%	49%	0%	0%	14%	50%	50%	100%	17%	0%	0%	37%
Neither likely nor unlikely	17%	14%	50%	99%	50%	73%	0%	49%	0%	20%	14%	50%	17%	0%	0%	0%	0%	12%
Somewhat unlikely	26%	28%	0%	0%	0%	19%	33%	2%	0%	60%	29%	0%	33%	0%	17%	100%	7%	38%
Very unlikely	23%	0%	0%	1%	0%	0%	33%	0%	99%	20%	28%	0%	0%	0%	66%	0%	0%	12%
Don't know	5%	14%	0%	0%	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	28%	43%	50%	0%	50%	8%	0%	49%	0%	0%	29%	50%	50%	100%	17%	0%	93%	37%
Total Unlikely:	49%	29%	1%	1%	0%	19%	66%	2%	100%	80%	57%	0%	33%	0%	83%	100%	7%	50%
Net:	-21%	14%	49%	-1%	50%	-11%	-66%	47%	-99%	-80%	-28%	50%	17%	100%	-66%	-100%	87%	-13%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(46.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	387	5	14	56	110	199	5	9	37	75	86	63	39	22	26	19	3
Weighted	283	30	11	57	37	148	8	2	26	26	54	67	25	10	28	27	0
Very likely	7%	0%	0%	28%	0%	3%	0%	1%	0%	0%	0%	6%	0%	0%	0%	27%	33%
Somewhat likely	21%	0%	1%	0%	33%	32%	0%	0%	22%	1%	4%	34%	33%	1%	36%	38%	0%
Neither likely nor unlikely	17%	6%	87%	19%	0%	18%	0%	0%	0%	29%	17%	15%	9%	20%	43%	18%	17%
Somewhat unlikely	26%	28%	12%	16%	66%	21%	100%	99%	24%	1%	45%	22%	29%	1%	21%	17%	49%
Very unlikely	23%	42%	0%	23%	0%	27%	0%	0%	53%	69%	34%	22%	0%	0%	0%	0%	0%
Don't know	5%	24%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	29%	78%	0%	0%	0%
Total Likely:	28%	0%	1%	28%	33%	35%	0%	1%	22%	1%	4%	40%	33%	1%	36%	65%	33%
Total Unlikely:	49%	70%	12%	40%	66%	48%	100%	99%	78%	70%	79%	45%	29%	1%	21%	17%	49%
Net:	-21%	-70%	-11%	-12%	-33%	-13%	-100%	-98%	-56%	-69%	-75%	-4%	3%	0%	15%	48%	-16%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(47.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	387	73	215	99	28	309	113	53	84	100	150	68	30	44	34	67	35	101
Weighted	283	22	53	208	7	235	91	269	11	2	1	118	53	50	13	13	6	4
Very likely	18%	1%	35%	15%	98%	18%	12%	18%	4%	7%	45%	6%	30%	32%	34%	51%	1%	12%
Somewhat likely	54%	72%	43%	55%	1%	54%	75%	55%	23%	88%	26%	70%	63%	36%	17%	29%	1%	88%
Neither likely nor unlikely	20%	27%	10%	22%	1%	21%	13%	18%	72%	3%	29%	17%	7%	15%	0%	20%	98%	0%
Somewhat unlikely	6%	0%	0%	8%	0%	4%	0%	6%	0%	2%	0%	6%	0%	17%	0%	0%	0%	0%
Very unlikely	2%	0%	12%	0%	0%	3%	0%	2%	0%	0%	0%	0%	0%	0%	49%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	72%	73%	78%	70%	99%	72%	87%	74%	27%	95%	71%	76%	93%	68%	51%	80%	2%	99%
Total Unlikely:	8%	0%	12%	8%	0%	6%	0%	8%	1%	2%	0%	6%	0%	17%	49%	0%	0%	0%
Net:	64%	73%	66%	63%	99%	66%	87%	65%	27%	94%	70%	70%	93%	51%	2%	80%	2%	99%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(47.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	387	69	12	6	3	6	11	3	10	17	69	7	21	1	91	9	3	49
Weighted	283	52	9	5	10	8	23	4	10	12	60	4	13	3	38	5	0	28
Very likely	18%	14%	50%	1%	0%	5%	33%	0%	0%	0%	29%	0%	0%	0%	17%	0%	93%	25%
Somewhat likely	54%	71%	0%	99%	50%	19%	33%	49%	100%	80%	29%	100%	83%	100%	67%	100%	3%	38%
Neither likely nor unlikely	20%	0%	50%	0%	50%	76%	33%	51%	0%	20%	28%	0%	17%	0%	0%	0%	0%	37%
Somewhat unlikely	6%	14%	0%	0%	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	0%	0%	3%	0%
Very unlikely	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	17%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	72%	86%	50%	100%	50%	24%	67%	49%	100%	80%	57%	100%	83%	100%	83%	100%	97%	62%
Total Unlikely:	8%	14%	0%	0%	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	17%	0%	3%	0%
Net:	64%	71%	50%	100%	50%	24%	67%	49%	100%	80%	43%	100%	83%	100%	67%	100%	93%	62%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(47.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	387	5	14	56	110	199	5	9	37	75	86	63	39	22	26	19	3
Weighted	283	30	11	57	37	148	8	2	26	26	54	67	25	10	28	27	0
Very likely	18%	24%	1%	6%	41%	17%	0%	1%	29%	2%	38%	6%	29%	0%	36%	0%	33%
Somewhat likely	54%	70%	59%	67%	38%	50%	100%	99%	33%	65%	32%	60%	71%	78%	21%	69%	49%
Neither likely nor unlikely	20%	6%	40%	12%	21%	24%	0%	0%	13%	0%	16%	34%	0%	21%	43%	31%	0%
Somewhat unlikely	6%	0%	0%	15%	0%	5%	0%	0%	0%	33%	14%	0%	0%	0%	0%	0%	0%
Very unlikely	2%	0%	0%	0%	0%	4%	0%	0%	24%	0%	0%	0%	0%	0%	0%	0%	17%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	72%	94%	60%	73%	79%	66%	100%	100%	62%	67%	71%	66%	100%	78%	57%	69%	83%
Total Unlikely:	8%	0%	0%	15%	0%	9%	0%	0%	24%	33%	14%	0%	0%	0%	0%	0%	17%
Net:	64%	94%	60%	58%	79%	57%	100%	100%	38%	34%	57%	66%	100%	78%	57%	69%	65%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(48.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	387	73	215	99	28	309	113	53	84	100	150	68	30	44	34	67	35	101
Weighted	283	22	53	208	7	235	91	269	11	2	1	118	53	50	13	13	6	4
Very likely	17%	49%	40%	7%	0%	17%	21%	16%	21%	84%	25%	16%	14%	0%	33%	60%	1%	6%
Somewhat likely	49%	24%	29%	57%	98%	50%	52%	51%	5%	11%	46%	41%	50%	100%	18%	19%	0%	7%
Neither likely nor unlikely	17%	27%	10%	18%	0%	15%	10%	16%	55%	4%	22%	22%	4%	0%	0%	20%	98%	86%
Somewhat unlikely	5%	0%	10%	4%	1%	4%	5%	5%	0%	1%	7%	7%	9%	0%	0%	0%	0%	0%
Very unlikely	11%	0%	12%	12%	0%	12%	11%	11%	18%	0%	0%	14%	16%	0%	49%	0%	0%	0%
Don't know	1%	0%	0%	2%	0%	1%	0%	1%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%
Total Likely:	66%	73%	69%	64%	99%	68%	74%	67%	27%	95%	71%	57%	64%	100%	51%	80%	1%	14%
Total Unlikely:	16%	0%	21%	16%	1%	16%	16%	16%	18%	1%	7%	21%	25%	0%	49%	0%	0%	0%
Net:	50%	73%	47%	48%	98%	52%	57%	51%	9%	94%	63%	36%	39%	100%	3%	80%	1%	13%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(48.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	387	69	12	6	3	6	11	3	10	17	69	7	21	1	91	9	3	49
Weighted	283	52	9	5	10	8	23	4	10	12	60	4	13	3	38	5	0	28
Very likely	17%	15%	50%	0%	0%	19%	66%	49%	0%	0%	14%	50%	0%	0%	17%	0%	93%	0%
Somewhat likely	49%	71%	1%	99%	50%	5%	34%	0%	0%	80%	57%	50%	50%	100%	33%	100%	3%	38%
Neither likely nor unlikely	17%	14%	50%	1%	0%	76%	0%	0%	50%	20%	14%	0%	17%	0%	17%	0%	3%	25%
Somewhat unlikely	5%	0%	0%	0%	50%	0%	0%	2%	50%	0%	0%	0%	0%	0%	0%	0%	0%	12%
Very unlikely	11%	0%	0%	0%	0%	0%	0%	49%	0%	0%	14%	0%	33%	0%	33%	0%	0%	12%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%
Total Likely:	66%	86%	50%	99%	50%	24%	100%	49%	1%	80%	71%	100%	50%	100%	50%	100%	97%	38%
Total Unlikely:	16%	0%	0%	0%	50%	0%	0%	51%	50%	0%	14%	0%	33%	0%	33%	0%	0%	25%
Net:	50%	86%	50%	99%	0%	24%	100%	-2%	-49%	80%	57%	100%	17%	100%	17%	100%	97%	13%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(48.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	387	5	14	56	110	199	5	9	37	75	86	63	39	22	26	19	3
Weighted	283	30	11	57	37	148	8	2	26	26	54	67	25	10	28	27	0
Very likely	17%	0%	13%	41%	23%	10%	0%	1%	29%	1%	6%	6%	0%	78%	23%	34%	0%
Somewhat likely	49%	94%	47%	32%	67%	42%	100%	99%	0%	62%	30%	68%	100%	1%	21%	66%	83%
Neither likely nor unlikely	17%	0%	40%	14%	10%	22%	0%	0%	33%	18%	20%	19%	0%	0%	43%	0%	17%
Somewhat unlikely	5%	0%	0%	6%	0%	7%	0%	0%	0%	18%	16%	0%	0%	1%	0%	0%	0%
Very unlikely	11%	6%	0%	6%	0%	17%	0%	0%	24%	0%	27%	7%	0%	20%	13%	0%	0%
Don't know	1%	0%	0%	0%	0%	2%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	66%	94%	60%	73%	90%	52%	100%	100%	30%	63%	37%	74%	100%	79%	44%	100%	83%
Total Unlikely:	16%	6%	0%	12%	0%	24%	0%	0%	24%	18%	43%	7%	0%	21%	13%	0%	0%
Net:	50%	87%	60%	61%	90%	28%	100%	100%	5%	45%	-7%	68%	100%	58%	31%	100%	83%

Note:

BASE: Plans to invest in AI in the future

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(49.A) In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very familiar	5%	0%	11%	5%	0%	4%	0%	5%	9%	1%	23%	7%	7%	0%	0%	16%	0%	5%
Somewhat familiar	20%	46%	26%	17%	1%	18%	32%	20%	10%	49%	53%	17%	14%	28%	14%	54%	1%	7%
Neither familiar or unfamiliar	19%	15%	14%	20%	1%	20%	19%	18%	24%	4%	23%	17%	18%	27%	31%	2%	0%	1%
Somewhat unfamiliar	22%	12%	22%	22%	98%	23%	23%	21%	25%	45%	1%	17%	30%	16%	38%	10%	1%	86%
Very unfamiliar	34%	26%	22%	37%	0%	34%	26%	35%	32%	1%	1%	41%	31%	28%	0%	17%	97%	0%
Don't know	1%	0%	6%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	17%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(49.B) In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very familiar	5%	18%	0%	0%	0%	1%	33%	33%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%
Somewhat familiar	20%	9%	0%	50%	33%	8%	33%	34%	0%	0%	27%	0%	8%	100%	23%	67%	0%	19%
Neither familiar or unfamiliar	19%	9%	33%	0%	33%	29%	0%	0%	0%	40%	27%	20%	15%	0%	15%	0%	0%	31%
Somewhat unfamiliar	22%	27%	33%	0%	0%	34%	0%	0%	75%	0%	18%	20%	23%	0%	31%	0%	0%	19%
Very unfamiliar	34%	36%	0%	50%	33%	28%	33%	33%	25%	50%	27%	60%	54%	0%	31%	33%	100%	31%
Don't know	1%	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(49.C) In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very familiar	5%	5%	31%	9%	0%	4%	0%	0%	22%	0%	0%	6%	0%	7%	0%	23%	0%
Somewhat familiar	20%	44%	26%	29%	16%	14%	100%	33%	0%	11%	13%	8%	23%	55%	19%	22%	0%
Neither familiar or unfamiliar	19%	16%	33%	35%	11%	15%	0%	0%	34%	34%	29%	18%	7%	0%	14%	14%	0%
Somewhat unfamiliar	22%	35%	0%	12%	20%	25%	0%	21%	19%	10%	21%	18%	70%	12%	36%	14%	1%
Very unfamiliar	34%	0%	10%	15%	52%	41%	0%	47%	25%	44%	37%	47%	0%	26%	32%	27%	99%
Don't know	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(50.A) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very likely	12%	1%	13%	13%	0%	9%	13%	13%	1%	3%	45%	10%	19%	0%	0%	61%	1%	11%
Somewhat likely	33%	43%	23%	34%	2%	36%	39%	34%	19%	92%	32%	36%	26%	36%	47%	20%	1%	2%
Neither likely or unlikely	19%	17%	18%	19%	0%	19%	27%	19%	25%	4%	22%	18%	17%	23%	23%	3%	1%	1%
Somewhat unlikely	10%	8%	19%	9%	0%	12%	6%	10%	8%	1%	1%	7%	13%	20%	0%	16%	0%	0%
Very unlikely	18%	12%	20%	18%	98%	19%	11%	18%	23%	0%	0%	21%	16%	14%	30%	0%	0%	85%
Don't know	8%	20%	7%	7%	0%	5%	4%	7%	23%	0%	0%	7%	10%	8%	0%	0%	96%	0%
Total Likely:	45%	44%	36%	47%	2%	45%	51%	46%	20%	95%	77%	46%	44%	36%	47%	81%	2%	13%
Total Unlikely:	28%	19%	39%	27%	98%	31%	17%	28%	32%	2%	1%	29%	29%	34%	30%	17%	0%	85%
Net:	17%	25%	-3%	20%	-95%	15%	34%	18%	-12%	93%	76%	18%	16%	2%	17%	64%	1%	-72%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(50.B) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very likely	12%	9%	0%	0%	0%	2%	33%	0%	0%	30%	18%	0%	0%	0%	15%	33%	0%	6%
Somewhat likely	33%	27%	33%	50%	0%	13%	66%	67%	25%	10%	36%	20%	46%	0%	46%	0%	0%	38%
Neither likely or unlikely	19%	18%	33%	0%	67%	29%	0%	0%	25%	10%	18%	20%	15%	100%	15%	0%	0%	25%
Somewhat unlikely	10%	9%	0%	50%	33%	0%	0%	33%	0%	20%	0%	0%	23%	0%	15%	33%	50%	0%
Very unlikely	18%	18%	33%	0%	0%	28%	0%	0%	25%	30%	27%	60%	15%	0%	0%	33%	50%	19%
Don't know	8%	18%	0%	0%	0%	28%	0%	0%	25%	0%	0%	0%	0%	0%	8%	0%	0%	12%
Total Likely:	45%	37%	34%	50%	0%	15%	100%	67%	25%	40%	55%	20%	46%	0%	62%	33%	0%	44%
Total Unlikely:	28%	27%	33%	50%	33%	28%	0%	33%	25%	50%	27%	60%	38%	0%	15%	67%	100%	19%
Net:	17%	9%	1%	0%	-33%	-13%	100%	34%	0%	-10%	27%	-40%	8%	0%	46%	-33%	-100%	25%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(50.C) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very likely	12%	22%	10%	15%	9%	11%	0%	0%	41%	17%	0%	6%	0%	0%	19%	34%	0%
Somewhat likely	33%	43%	72%	31%	38%	28%	100%	53%	25%	10%	58%	27%	1%	69%	15%	43%	1%
Neither likely or unlikely	19%	16%	18%	26%	3%	21%	0%	0%	17%	18%	13%	11%	62%	0%	38%	23%	99%
Somewhat unlikely	10%	0%	0%	6%	17%	12%	0%	0%	0%	11%	14%	16%	0%	8%	17%	0%	0%
Very unlikely	18%	19%	0%	16%	24%	18%	0%	47%	6%	34%	6%	25%	37%	19%	11%	0%	0%
Don't know	8%	0%	0%	5%	8%	10%	0%	0%	10%	10%	9%	15%	0%	3%	0%	0%	0%
Total Likely:	45%	65%	82%	47%	47%	39%	100%	53%	66%	27%	58%	33%	1%	69%	34%	77%	1%
Total Unlikely:	28%	19%	0%	21%	42%	30%	0%	47%	6%	45%	21%	40%	37%	27%	28%	0%	0%
Net:	17%	46%	82%	25%	5%	10%	100%	7%	60%	-17%	38%	-7%	-36%	42%	6%	77%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(51.A) Does your business currently use any generative AI tools to do any of the following? Please select all that apply

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Automate customer support	8%	13%	11%	8%	2%	8%	17%	9%	2%	5%	52%	10%	2%	13%	14%	1%	1%	11%
None of the above - but we use AI for other things	6%	0%	10%	6%	98%	4%	8%	6%	8%	1%	0%	5%	8%	11%	0%	0%	0%	0%
Don't know	5%	0%	0%	6%	0%	5%	1%	5%	0%	0%	0%	6%	2%	9%	0%	0%	0%	0%
Not applicable - we don't use AI technology at all	49%	38%	22%	54%	0%	53%	37%	48%	79%	3%	1%	47%	70%	27%	23%	18%	98%	86%
Help with drafting/writing documents	21%	8%	16%	22%	0%	19%	22%	21%	2%	47%	45%	17%	18%	41%	25%	26%	1%	7%
Generating pictures, design or video	15%	43%	2%	16%	1%	14%	35%	16%	9%	46%	24%	21%	9%	10%	0%	10%	1%	6%
Data analysis	12%	8%	26%	9%	1%	10%	14%	11%	10%	48%	67%	12%	9%	14%	0%	56%	1%	12%
Information retrieval (e.g. using AI to search the web or internal company data)	11%	1%	19%	10%	1%	10%	12%	11%	2%	47%	52%	12%	2%	12%	38%	26%	1%	12%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(51.B) Does your business currently use any generative AI tools to do any of the following? Please select all that apply

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Automate customer support	8%	9%	0%	50%	0%	2%	33%	1%	0%	0%	0%	20%	8%	0%	8%	0%	0%	19%
None of the above - but we use AI for other things	6%	9%	0%	0%	0%	0%	0%	33%	0%	10%	0%	0%	0%	0%	0%	33%	0%	25%
Don't know	5%	0%	0%	0%	0%	0%	33%	0%	0%	0%	9%	0%	8%	0%	0%	33%	0%	0%
Not applicable - we don't use AI technology at all	49%	45%	33%	50%	33%	84%	0%	33%	75%	50%	54%	60%	69%	100%	61%	0%	100%	25%
Help with drafting/writing documents	21%	36%	33%	0%	33%	8%	33%	0%	0%	20%	27%	0%	23%	0%	15%	0%	0%	13%
Generating pictures, design or video	15%	18%	33%	0%	33%	7%	33%	33%	25%	10%	18%	20%	0%	0%	8%	0%	0%	19%
Data analysis	12%	18%	0%	0%	33%	9%	33%	33%	0%	10%	0%	0%	8%	0%	23%	0%	0%	6%
Information retrieval (e.g. using AI to search the web or internal company data)	11%	9%	0%	0%	33%	8%	0%	1%	0%	20%	9%	0%	8%	0%	15%	33%	0%	13%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(51.C) Does your business currently use any generative AI tools to do any of the following? Please select all that apply

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Automate customer support	8%	16%	21%	13%	0%	7%	0%	0%	7%	1%	7%	9%	0%	38%	7%	16%	0%
None of the above - but we use AI for other things	6%	24%	0%	4%	5%	5%	0%	32%	0%	0%	8%	5%	20%	7%	7%	0%	0%
Don't know	5%	22%	0%	6%	13%	0%	100%	46%	0%	0%	0%	5%	0%	0%	4%	0%	0%
Not applicable - we don't use AI technology at all	49%	16%	0%	36%	50%	61%	0%	0%	34%	70%	57%	61%	31%	34%	50%	40%	99%
Help with drafting/writing documents	21%	22%	61%	10%	15%	22%	0%	21%	47%	19%	24%	20%	21%	22%	7%	0%	0%
Generating pictures, design or video	15%	22%	18%	23%	9%	14%	0%	0%	19%	1%	0%	10%	48%	26%	20%	14%	0%
Data analysis	12%	0%	6%	20%	19%	9%	0%	21%	19%	1%	2%	2%	35%	47%	12%	37%	1%
Information retrieval (e.g. using AI to search the web or internal company data)	11%	38%	46%	6%	3%	8%	0%	21%	19%	12%	6%	12%	14%	1%	7%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(52.A) And which of the same list of tasks do you expect to use generative AI technology to do in the next five years? Please select all that apply

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Don't know	8%	20%	10%	7%	0%	9%	0%	7%	31%	0%	0%	6%	15%	5%	0%	0%	97%	0%
Data analysis	40%	48%	27%	42%	2%	40%	44%	41%	12%	51%	97%	44%	33%	33%	30%	29%	2%	14%
Generating pictures, design or video	32%	35%	20%	34%	1%	35%	44%	33%	3%	90%	53%	33%	24%	25%	22%	64%	1%	12%
Automate customer support	30%	13%	39%	30%	99%	28%	35%	30%	26%	49%	54%	29%	30%	32%	30%	71%	1%	12%
Help with drafting/writing documents	30%	23%	25%	31%	1%	29%	32%	31%	11%	48%	47%	36%	20%	33%	34%	27%	2%	7%
Information retrieval (e.g. using AI to search the web or internal company data)	29%	29%	28%	29%	0%	28%	34%	29%	18%	48%	47%	25%	41%	20%	47%	71%	1%	12%
Not applicable - we don't use AI technology at all	25%	0%	12%	28%	0%	26%	23%	25%	24%	1%	0%	23%	35%	25%	23%	17%	1%	85%
None of the above - but we use AI for other things	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(52.B) And which of the same list of tasks do you expect to use generative AI technology to do in the next five years? Please select all that apply

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Don't know	8%	0%	0%	50%	0%	28%	33%	33%	25%	10%	0%	0%	0%	0%	0%	33%	0%	12%
Data analysis	40%	18%	67%	50%	67%	10%	67%	34%	25%	40%	37%	40%	62%	100%	46%	33%	0%	50%
Generating pictures, design or video	32%	36%	66%	0%	0%	14%	67%	1%	50%	30%	18%	40%	31%	0%	46%	0%	0%	37%
Automate customer support	30%	55%	67%	0%	0%	36%	33%	1%	25%	10%	36%	20%	23%	0%	16%	33%	0%	31%
Help with drafting/writing documents	30%	27%	34%	0%	0%	8%	67%	33%	25%	40%	27%	40%	31%	0%	46%	33%	0%	19%
Information retrieval (e.g. using AI to search the web or internal company data)	29%	36%	33%	0%	33%	8%	0%	66%	25%	30%	18%	40%	46%	0%	38%	67%	0%	25%
Not applicable - we don't use AI technology at all	25%	18%	0%	0%	33%	28%	0%	0%	25%	40%	27%	40%	31%	0%	38%	0%	100%	12%
None of the above - but we use AI for other things	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(52.C) And which of the same list of tasks do you expect to use generative AI technology to do in the next five years? Please select all that apply

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Don't know	8%	0%	0%	11%	3%	10%	0%	46%	32%	10%	8%	8%	0%	0%	0%	0%	0%
Data analysis	40%	43%	82%	58%	26%	34%	100%	53%	25%	45%	46%	30%	23%	69%	30%	63%	1%
Generating pictures, design or video	32%	16%	79%	32%	25%	32%	0%	33%	25%	11%	22%	29%	34%	74%	61%	48%	0%
Automate customer support	30%	57%	51%	35%	33%	23%	0%	21%	0%	27%	32%	27%	37%	38%	30%	63%	0%
Help with drafting/writing documents	30%	38%	61%	23%	24%	30%	0%	0%	37%	22%	63%	23%	1%	62%	7%	27%	1%
Information retrieval (e.g. using AI to search the web or internal company data)	29%	43%	46%	11%	22%	33%	0%	53%	19%	22%	41%	24%	34%	36%	27%	20%	1%
Not applicable - we don't use AI technology at all	25%	16%	0%	10%	40%	27%	0%	0%	24%	34%	10%	46%	6%	19%	21%	0%	99%
None of the above - but we use AI for other things	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(53.A) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Much easier	21%	8%	31%	20%	1%	21%	18%	22%	10%	4%	25%	20%	29%	4%	41%	46%	1%	6%
A little easier	44%	65%	29%	45%	2%	44%	47%	45%	26%	93%	73%	46%	37%	42%	36%	53%	1%	93%
Make no difference either way	15%	8%	17%	16%	0%	17%	16%	16%	9%	2%	1%	17%	5%	37%	0%	0%	1%	1%
A little more difficult	3%	0%	9%	2%	0%	3%	0%	3%	0%	1%	0%	3%	6%	0%	0%	0%	0%	0%
Much more difficult	3%	0%	10%	1%	98%	1%	5%	2%	23%	0%	0%	0%	0%	9%	23%	0%	0%	0%
Not applicable - we don't use Google Search at our business	7%	0%	3%	9%	0%	6%	7%	7%	8%	0%	0%	7%	19%	0%	0%	0%	0%	0%
Don't know	7%	20%	0%	7%	0%	8%	6%	6%	23%	0%	0%	8%	5%	8%	0%	0%	96%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(53.B) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Much easier	21%	27%	67%	0%	0%	1%	33%	33%	25%	10%	9%	0%	23%	0%	38%	33%	50%	6%
A little easier	44%	36%	0%	50%	0%	43%	67%	1%	50%	50%	63%	60%	39%	100%	31%	0%	50%	62%
Make no difference either way	15%	9%	33%	0%	67%	0%	0%	33%	25%	30%	9%	0%	23%	0%	15%	33%	0%	19%
A little more difficult	3%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%
Much more difficult	3%	9%	0%	0%	0%	28%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not applicable - we don't use Google Search at our business	7%	9%	0%	0%	33%	0%	0%	33%	0%	10%	9%	40%	15%	0%	0%	0%	0%	6%
Don't know	7%	0%	0%	50%	0%	28%	0%	0%	0%	0%	9%	0%	0%	0%	8%	33%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(53.C) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Much easier	21%	16%	31%	19%	17%	23%	0%	21%	59%	26%	14%	22%	0%	0%	17%	54%	1%
A little easier	44%	60%	36%	55%	45%	39%	100%	32%	0%	11%	50%	41%	52%	74%	55%	46%	1%
Make no difference either way	15%	0%	33%	20%	12%	16%	0%	0%	10%	44%	24%	11%	27%	8%	9%	0%	0%
A little more difficult	3%	0%	0%	0%	8%	3%	0%	0%	0%	0%	0%	5%	0%	0%	12%	0%	0%
Much more difficult	3%	19%	0%	0%	0%	2%	0%	0%	17%	0%	0%	0%	20%	0%	0%	0%	0%
Not applicable - we don't use Google Search at our business	7%	5%	0%	0%	9%	9%	0%	0%	13%	18%	6%	7%	0%	14%	7%	0%	0%
Don't know	7%	0%	0%	6%	8%	8%	0%	46%	0%	0%	6%	13%	0%	3%	0%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(54.A) And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Much easier	17%	1%	28%	17%	0%	17%	17%	18%	2%	4%	24%	11%	32%	8%	41%	46%	1%	6%
A little easier	41%	61%	33%	41%	99%	41%	44%	41%	18%	91%	74%	37%	32%	55%	22%	21%	2%	93%
Make no difference either way	17%	18%	20%	17%	0%	18%	15%	17%	32%	3%	1%	22%	6%	25%	14%	17%	0%	1%
A little more difficult	3%	0%	9%	2%	0%	4%	0%	3%	0%	1%	0%	3%	6%	0%	0%	16%	0%	0%
Much more difficult	3%	20%	0%	2%	0%	3%	2%	1%	46%	0%	0%	1%	0%	0%	23%	0%	96%	0%
Not applicable - we don't use Google Workspace at our business	9%	0%	10%	10%	0%	9%	8%	10%	0%	0%	0%	10%	19%	3%	0%	0%	0%	0%
Don't know	9%	0%	0%	12%	0%	9%	13%	10%	0%	0%	0%	14%	5%	10%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(54.B) And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Much easier	17%	18%	66%	0%	0%	1%	33%	0%	0%	20%	0%	0%	15%	0%	46%	33%	0%	6%
A little easier	41%	36%	0%	0%	0%	15%	67%	67%	50%	20%	63%	40%	39%	0%	23%	33%	50%	69%
Make no difference either way	17%	18%	33%	50%	67%	28%	0%	33%	25%	30%	9%	20%	15%	100%	8%	0%	0%	19%
A little more difficult	3%	9%	0%	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	8%	0%	0%	0%
Much more difficult	3%	0%	0%	0%	0%	56%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
Not applicable - we don't use Google Workspace at our business	9%	18%	0%	0%	0%	0%	0%	0%	25%	10%	9%	40%	23%	0%	8%	0%	0%	0%
Don't know	9%	0%	0%	50%	33%	0%	0%	0%	0%	10%	18%	0%	8%	0%	8%	33%	50%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(54.C) And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Much easier	17%	0%	31%	16%	11%	20%	0%	21%	59%	16%	12%	15%	0%	29%	12%	28%	0%
A little easier	41%	62%	15%	58%	43%	34%	100%	33%	11%	40%	54%	21%	61%	44%	66%	56%	1%
Make no difference either way	17%	0%	54%	14%	20%	17%	0%	0%	0%	16%	23%	23%	39%	8%	9%	16%	0%
A little more difficult	3%	0%	0%	0%	8%	3%	0%	0%	0%	0%	0%	6%	0%	0%	12%	0%	0%
Much more difficult	3%	0%	0%	0%	0%	5%	0%	0%	17%	0%	0%	4%	0%	0%	0%	0%	99%
Not applicable - we don't use Google Workspace at our business	9%	16%	0%	5%	3%	12%	0%	0%	6%	28%	0%	18%	0%	15%	0%	0%	0%
Don't know	9%	22%	0%	6%	15%	7%	0%	46%	6%	0%	12%	13%	0%	3%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(55.A) Overall, how familiar are you with Google s work with AI?

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very familiar	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%	0%	0%
Somewhat familiar	18%	36%	19%	16%	1%	16%	22%	18%	17%	47%	66%	14%	19%	9%	14%	54%	1%	12%
Neither familiar nor unfamiliar	26%	37%	44%	22%	1%	27%	23%	26%	25%	5%	9%	24%	22%	39%	47%	33%	1%	2%
Somewhat unfamiliar	31%	7%	25%	34%	98%	33%	36%	32%	25%	45%	22%	31%	42%	28%	23%	12%	1%	86%
Very unfamiliar	22%	20%	6%	25%	0%	22%	19%	22%	32%	2%	1%	28%	17%	24%	0%	1%	97%	0%
Don t know	2%	0%	6%	2%	0%	3%	0%	2%	0%	0%	0%	3%	0%	0%	17%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(55.B) Overall, how familiar are you with Google s work with AI?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very familiar	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Somewhat familiar	18%	18%	0%	50%	0%	9%	66%	66%	0%	0%	18%	0%	15%	0%	15%	33%	0%	19%
Neither familiar nor unfamiliar	26%	18%	33%	0%	67%	28%	0%	1%	50%	70%	9%	20%	23%	100%	31%	33%	0%	38%
Somewhat unfamiliar	31%	36%	0%	50%	33%	35%	33%	0%	50%	20%	36%	40%	38%	0%	38%	0%	0%	19%
Very unfamiliar	22%	18%	33%	0%	0%	28%	0%	33%	0%	10%	36%	40%	23%	0%	15%	33%	100%	25%
Don t know	2%	9%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(55.C) Overall, how familiar are you with Google s work with AI?

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very familiar	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Somewhat familiar	18%	5%	57%	19%	19%	16%	0%	53%	47%	1%	10%	13%	1%	32%	29%	22%	0%
Neither familiar nor unfamiliar	26%	16%	33%	39%	19%	25%	0%	0%	29%	47%	32%	13%	45%	41%	25%	38%	0%
Somewhat unfamiliar	31%	57%	10%	21%	39%	31%	100%	0%	17%	18%	51%	28%	54%	8%	40%	27%	1%
Very unfamiliar	22%	22%	0%	21%	14%	27%	0%	46%	7%	18%	7%	44%	0%	19%	7%	14%	99%
Don t know	2%	0%	0%	0%	10%	2%	0%	0%	0%	16%	0%	3%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(56.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	12%	29%	22%	10%	0%	13%	15%	12%	25%	45%	45%	12%	10%	10%	17%	10%	1%	11%
Good description	33%	25%	27%	35%	2%	32%	35%	34%	10%	6%	53%	34%	25%	44%	14%	63%	1%	87%
Neither a good nor bad description	19%	18%	19%	19%	1%	19%	26%	20%	9%	5%	1%	16%	33%	8%	14%	18%	1%	2%
Bad description	6%	8%	12%	5%	98%	5%	7%	5%	8%	43%	1%	5%	0%	16%	9%	9%	1%	1%
Very bad description	4%	20%	9%	2%	0%	5%	0%	3%	23%	0%	0%	4%	0%	0%	24%	0%	96%	0%
Don t know	25%	0%	10%	30%	0%	27%	17%	26%	24%	1%	0%	29%	32%	22%	23%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(56.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very good description	12%	18%	33%	0%	0%	36%	33%	0%	0%	0%	18%	20%	0%	0%	8%	0%	0%	6%
Good description	33%	36%	33%	50%	33%	2%	33%	34%	50%	30%	18%	20%	31%	0%	38%	67%	0%	50%
Neither a good nor bad description	19%	9%	33%	50%	33%	0%	0%	33%	25%	40%	18%	20%	38%	100%	23%	0%	50%	6%
Bad description	6%	9%	0%	0%	0%	6%	0%	33%	0%	0%	0%	0%	8%	0%	8%	0%	0%	19%
Very bad description	4%	0%	0%	0%	0%	28%	0%	0%	0%	0%	9%	0%	0%	0%	8%	0%	0%	0%
Don t know	25%	27%	0%	0%	33%	28%	33%	0%	25%	30%	36%	40%	23%	0%	15%	33%	50%	19%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(56.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	12%	0%	6%	36%	19%	6%	0%	0%	10%	17%	21%	3%	16%	26%	0%	23%	1%
Good description	33%	33%	21%	39%	38%	31%	0%	53%	19%	29%	21%	36%	48%	20%	42%	77%	1%
Neither a good nor bad description	19%	22%	18%	0%	24%	24%	0%	0%	7%	26%	31%	14%	15%	8%	37%	0%	0%
Bad description	6%	24%	15%	4%	2%	4%	0%	0%	0%	0%	7%	0%	20%	28%	16%	0%	0%
Very bad description	4%	22%	0%	0%	0%	4%	100%	0%	18%	0%	0%	4%	0%	0%	0%	0%	0%
Don t know	25%	0%	40%	21%	17%	31%	0%	47%	46%	28%	20%	44%	0%	19%	4%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(57.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	7%	8%	16%	5%	1%	6%	6%	7%	9%	2%	24%	13%	0%	0%	17%	1%	0%	6%
Good description	31%	57%	36%	29%	2%	31%	40%	32%	11%	49%	52%	26%	35%	34%	27%	55%	1%	7%
Neither a good nor bad description	31%	0%	23%	34%	98%	30%	25%	29%	55%	47%	23%	26%	29%	48%	23%	27%	1%	86%
Bad description	6%	15%	12%	5%	0%	7%	6%	7%	1%	1%	0%	5%	13%	0%	9%	16%	1%	0%
Very bad description	2%	0%	0%	2%	0%	2%	0%	2%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%
Don t know	23%	20%	12%	25%	0%	23%	22%	23%	24%	1%	0%	26%	24%	18%	25%	0%	97%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(57.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very good description	7%	9%	33%	0%	0%	1%	33%	33%	25%	10%	0%	0%	0%	0%	8%	0%	0%	0%
Good description	31%	27%	33%	50%	0%	8%	33%	34%	50%	10%	36%	20%	31%	100%	31%	67%	50%	31%
Neither a good nor bad description	31%	27%	33%	50%	67%	63%	0%	33%	25%	30%	27%	20%	31%	0%	31%	0%	50%	37%
Bad description	6%	18%	0%	0%	0%	0%	0%	0%	0%	20%	0%	20%	15%	0%	8%	0%	0%	0%
Very bad description	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%
Don t know	23%	18%	0%	0%	33%	28%	33%	0%	0%	30%	27%	40%	23%	0%	23%	33%	0%	31%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(57.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	7%	0%	31%	17%	3%	4%	0%	0%	19%	11%	0%	8%	0%	26%	0%	14%	0%
Good description	31%	27%	27%	33%	42%	29%	100%	53%	7%	21%	31%	31%	9%	19%	27%	86%	1%
Neither a good nor bad description	31%	51%	18%	34%	20%	31%	0%	0%	27%	52%	40%	18%	70%	32%	49%	0%	0%
Bad description	6%	0%	0%	0%	18%	7%	0%	0%	0%	16%	5%	3%	20%	8%	12%	0%	0%
Very bad description	2%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%
Don t know	23%	22%	24%	6%	17%	29%	0%	47%	47%	0%	24%	35%	0%	15%	11%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(58.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Bold approach

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	3%	1%	6%	2%	0%	3%	0%	3%	1%	2%	23%	0%	0%	10%	17%	1%	1%	6%
Good description	36%	42%	43%	34%	2%	33%	42%	35%	33%	49%	74%	32%	40%	38%	14%	72%	1%	7%
Neither a good nor bad description	24%	22%	19%	25%	0%	26%	23%	25%	10%	5%	2%	22%	25%	25%	38%	17%	2%	2%
Bad description	9%	15%	11%	8%	0%	10%	4%	9%	1%	43%	1%	13%	6%	0%	9%	9%	0%	85%
Very bad description	3%	0%	17%	0%	98%	1%	5%	3%	8%	0%	0%	3%	0%	9%	0%	0%	0%	0%
Don t know	26%	20%	3%	30%	0%	26%	26%	25%	47%	1%	0%	31%	29%	18%	23%	0%	97%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(58.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Bold approach

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very good description	3%	0%	33%	0%	0%	1%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%
Good description	36%	45%	33%	50%	0%	37%	33%	34%	75%	30%	27%	40%	46%	0%	31%	67%	0%	31%
Neither a good nor bad description	24%	9%	33%	50%	67%	0%	33%	33%	0%	30%	27%	0%	15%	100%	38%	0%	50%	19%
Bad description	9%	18%	0%	0%	0%	6%	0%	0%	0%	10%	9%	0%	15%	0%	8%	0%	0%	12%
Very bad description	3%	9%	0%	0%	0%	0%	0%	33%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	26%	18%	0%	0%	33%	56%	33%	0%	0%	30%	27%	60%	23%	0%	23%	33%	50%	37%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(58.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Bold approach

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	3%	0%	0%	10%	0%	2%	0%	0%	0%	19%	0%	3%	0%	0%	0%	0%	0%
Good description	36%	0%	27%	32%	55%	37%	0%	53%	25%	21%	46%	28%	51%	8%	27%	100%	1%
Neither a good nor bad description	24%	16%	18%	43%	3%	26%	0%	0%	19%	34%	21%	22%	29%	66%	36%	0%	1%
Bad description	9%	22%	31%	4%	24%	3%	100%	0%	0%	16%	7%	6%	0%	3%	26%	0%	0%
Very bad description	3%	24%	0%	5%	0%	0%	0%	0%	0%	10%	0%	0%	20%	7%	0%	0%	0%
Don t know	26%	38%	24%	6%	17%	32%	0%	47%	56%	0%	26%	41%	0%	15%	11%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(59.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	6%	1%	13%	5%	0%	7%	5%	7%	1%	3%	23%	9%	0%	6%	17%	1%	0%	6%
Good description	32%	71%	38%	28%	2%	30%	43%	32%	11%	90%	74%	28%	31%	28%	36%	65%	1%	92%
Neither a good nor bad description	26%	8%	26%	28%	1%	27%	18%	27%	25%	5%	2%	21%	35%	27%	25%	33%	1%	2%
Bad description	2%	0%	3%	2%	0%	2%	0%	2%	16%	1%	1%	2%	0%	8%	0%	0%	1%	1%
Very bad description	6%	0%	10%	5%	98%	5%	9%	6%	0%	0%	0%	9%	0%	9%	0%	0%	0%	0%
Don t know	28%	20%	10%	31%	0%	28%	25%	27%	47%	1%	0%	30%	34%	22%	23%	0%	97%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(59.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very good description	6%	18%	33%	0%	0%	1%	33%	0%	0%	0%	0%	0%	0%	0%	0%	33%	0%	0%
Good description	32%	18%	33%	50%	0%	15%	33%	34%	50%	20%	36%	40%	38%	100%	38%	33%	0%	38%
Neither a good nor bad description	26%	27%	33%	50%	33%	28%	0%	0%	0%	50%	18%	0%	31%	0%	38%	0%	50%	31%
Bad description	2%	0%	0%	0%	33%	0%	0%	66%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%
Very bad description	6%	18%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	8%	0%	0%	0%
Don t know	28%	18%	0%	0%	33%	56%	33%	0%	50%	30%	36%	60%	23%	0%	15%	33%	50%	31%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(59.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	6%	0%	31%	15%	0%	4%	0%	0%	0%	11%	0%	12%	0%	26%	0%	0%	0%
Good description	32%	38%	27%	30%	49%	27%	100%	21%	36%	11%	32%	28%	9%	12%	30%	100%	1%
Neither a good nor bad description	26%	0%	18%	34%	21%	30%	0%	32%	19%	34%	39%	13%	43%	33%	59%	0%	0%
Bad description	2%	5%	0%	0%	3%	3%	0%	0%	0%	0%	2%	0%	14%	14%	0%	0%	0%
Very bad description	6%	35%	0%	10%	10%	0%	0%	0%	0%	16%	0%	10%	20%	0%	0%	0%	0%
Don t know	28%	22%	24%	11%	18%	36%	0%	47%	46%	28%	26%	37%	13%	15%	11%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(60.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	4%	1%	6%	4%	0%	4%	6%	4%	1%	2%	23%	7%	0%	0%	17%	1%	1%	6%
Good description	26%	54%	43%	21%	100%	23%	34%	27%	11%	49%	52%	18%	24%	37%	27%	71%	0%	7%
Neither a good nor bad description	24%	0%	15%	28%	0%	27%	22%	23%	40%	46%	23%	23%	32%	30%	0%	11%	1%	2%
Bad description	14%	18%	14%	13%	0%	13%	10%	15%	1%	2%	1%	14%	14%	16%	9%	17%	1%	86%
Very bad description	5%	0%	9%	5%	0%	6%	0%	6%	0%	0%	0%	9%	6%	0%	0%	0%	0%	0%
Don t know	26%	27%	12%	28%	0%	26%	28%	25%	47%	1%	0%	29%	24%	18%	47%	0%	96%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(60.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very good description	4%	9%	33%	0%	0%	1%	33%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%
Good description	26%	45%	0%	50%	0%	8%	33%	34%	25%	20%	27%	20%	31%	0%	23%	33%	0%	19%
Neither a good nor bad description	24%	9%	66%	50%	33%	35%	0%	66%	50%	20%	18%	40%	15%	0%	31%	0%	50%	31%
Bad description	14%	9%	0%	0%	33%	0%	0%	0%	25%	10%	18%	0%	31%	100%	8%	33%	0%	19%
Very bad description	5%	9%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	8%	0%	8%	0%	50%	0%
Don t know	26%	18%	0%	0%	33%	56%	33%	0%	0%	40%	27%	40%	15%	0%	31%	33%	0%	31%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(60.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	4%	0%	31%	9%	0%	2%	0%	0%	0%	1%	0%	8%	0%	26%	0%	7%	0%
Good description	26%	19%	21%	30%	42%	23%	0%	0%	25%	16%	22%	26%	21%	20%	23%	79%	1%
Neither a good nor bad description	24%	21%	24%	26%	18%	26%	0%	53%	0%	28%	25%	15%	70%	28%	42%	14%	0%
Bad description	14%	22%	0%	20%	5%	15%	100%	0%	10%	39%	29%	3%	8%	8%	11%	0%	0%
Very bad description	5%	0%	0%	10%	18%	1%	0%	0%	7%	16%	0%	8%	0%	0%	12%	0%	0%
Don t know	26%	38%	24%	6%	17%	33%	0%	47%	58%	0%	24%	41%	0%	19%	11%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(61.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	6%	0%	9%	6%	0%	7%	5%	6%	1%	2%	2%	4%	7%	0%	17%	1%	0%	0%
Good description	32%	36%	54%	28%	99%	29%	47%	33%	18%	5%	52%	34%	25%	44%	14%	46%	0%	7%
Neither a good nor bad description	25%	26%	18%	26%	0%	27%	19%	22%	56%	90%	44%	22%	29%	27%	36%	53%	2%	7%
Bad description	7%	18%	0%	8%	0%	7%	7%	8%	1%	2%	1%	10%	0%	0%	9%	0%	1%	86%
Very bad description	1%	0%	7%	0%	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Don t know	29%	20%	12%	33%	0%	30%	22%	30%	24%	1%	1%	28%	39%	29%	25%	1%	97%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(61.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very good description	6%	18%	33%	0%	0%	0%	0%	0%	0%	0%	9%	20%	0%	0%	0%	0%	0%	0%
Good description	32%	45%	33%	50%	0%	2%	33%	67%	0%	10%	27%	0%	15%	0%	46%	67%	0%	44%
Neither a good nor bad description	25%	9%	33%	0%	67%	70%	33%	33%	50%	60%	18%	40%	38%	0%	15%	0%	0%	19%
Bad description	7%	9%	0%	0%	0%	0%	0%	0%	25%	0%	9%	0%	15%	100%	8%	0%	0%	6%
Very bad description	1%	0%	0%	0%	0%	0%	0%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	29%	18%	0%	50%	33%	28%	33%	0%	0%	30%	36%	40%	31%	0%	31%	33%	100%	31%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(61.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	6%	0%	0%	0%	0%	11%	0%	0%	0%	0%	2%	8%	20%	0%	0%	27%	0%
Good description	32%	40%	52%	56%	50%	17%	0%	33%	35%	45%	26%	23%	21%	33%	43%	66%	1%
Neither a good nor bad description	25%	22%	24%	32%	28%	22%	100%	21%	17%	26%	26%	25%	37%	12%	30%	7%	0%
Bad description	7%	16%	0%	0%	5%	10%	0%	0%	0%	0%	15%	4%	22%	8%	16%	0%	0%
Very bad description	1%	0%	0%	6%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%
Don t know	29%	22%	24%	6%	17%	40%	0%	47%	47%	18%	30%	39%	0%	47%	11%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(62.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	14%	29%	27%	10%	98%	12%	19%	14%	2%	3%	23%	12%	4%	26%	17%	1%	0%	6%
Good description	24%	14%	27%	24%	1%	23%	32%	24%	19%	91%	66%	21%	36%	14%	14%	65%	1%	7%
Neither a good nor bad description	29%	25%	17%	32%	1%	31%	16%	29%	32%	5%	9%	29%	22%	41%	9%	33%	1%	86%
Bad description	2%	12%	0%	2%	0%	3%	6%	3%	0%	1%	1%	4%	0%	0%	13%	0%	1%	1%
Very bad description	4%	0%	9%	4%	0%	5%	4%	4%	0%	0%	0%	6%	6%	0%	0%	0%	0%	0%
Don t know	27%	20%	19%	29%	0%	27%	22%	26%	47%	1%	0%	28%	32%	18%	47%	0%	97%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(62.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very good description	14%	45%	33%	0%	0%	1%	33%	0%	25%	0%	9%	0%	0%	0%	8%	0%	0%	0%
Good description	24%	18%	33%	50%	0%	15%	33%	66%	0%	20%	18%	40%	38%	0%	23%	33%	0%	38%
Neither a good nor bad description	29%	9%	33%	50%	67%	28%	0%	34%	50%	50%	36%	20%	31%	100%	23%	33%	50%	31%
Bad description	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	8%	0%	0%	6%
Very bad description	4%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%	0%	0%	0%
Don t know	27%	18%	0%	0%	33%	56%	33%	0%	25%	30%	36%	40%	23%	0%	23%	33%	50%	25%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(62.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	14%	19%	31%	18%	10%	11%	0%	0%	0%	11%	8%	22%	20%	0%	0%	23%	0%
Good description	24%	5%	27%	29%	35%	22%	0%	21%	35%	16%	18%	11%	21%	33%	48%	77%	1%
Neither a good nor bad description	29%	22%	18%	41%	20%	30%	100%	32%	0%	29%	50%	21%	58%	29%	35%	0%	0%
Bad description	2%	16%	0%	0%	0%	2%	0%	0%	0%	0%	0%	4%	0%	19%	0%	0%	0%
Very bad description	4%	16%	0%	0%	18%	0%	0%	0%	0%	16%	0%	4%	0%	3%	12%	0%	0%
Don t know	27%	22%	24%	11%	17%	35%	0%	47%	64%	28%	24%	37%	0%	15%	4%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(63.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	4%	0%	0%	5%	0%	4%	4%	4%	1%	2%	1%	3%	10%	0%	0%	0%	1%	0%
Good description	28%	46%	36%	25%	2%	28%	24%	29%	2%	46%	93%	24%	19%	39%	14%	56%	0%	97%
Neither a good nor bad description	31%	27%	48%	29%	98%	30%	39%	31%	41%	49%	4%	30%	39%	33%	39%	42%	1%	2%
Bad description	6%	7%	3%	6%	0%	5%	6%	5%	9%	2%	1%	8%	0%	0%	0%	1%	1%	1%
Very bad description	5%	0%	0%	6%	0%	5%	4%	5%	0%	0%	0%	4%	8%	6%	0%	0%	0%	0%
Don t know	27%	20%	12%	30%	0%	27%	22%	26%	47%	1%	0%	30%	24%	22%	47%	0%	97%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(63.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very good description	4%	9%	0%	0%	0%	0%	0%	0%	25%	0%	0%	0%	0%	0%	8%	0%	0%	0%
Good description	28%	18%	0%	50%	0%	10%	0%	1%	75%	0%	45%	40%	23%	100%	23%	67%	0%	37%
Neither a good nor bad description	31%	45%	66%	50%	33%	34%	66%	66%	0%	60%	0%	20%	54%	0%	38%	0%	0%	25%
Bad description	6%	9%	33%	0%	0%	0%	0%	33%	0%	10%	9%	0%	0%	0%	0%	0%	0%	6%
Very bad description	5%	0%	0%	0%	33%	0%	0%	0%	0%	0%	9%	0%	0%	0%	8%	0%	50%	0%
Don t know	27%	18%	0%	0%	33%	56%	33%	0%	0%	30%	36%	40%	23%	0%	23%	33%	50%	31%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(63.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	4%	0%	31%	0%	0%	4%	0%	0%	0%	10%	0%	9%	0%	0%	0%	0%	0%
Good description	28%	22%	27%	39%	37%	24%	100%	32%	25%	40%	26%	20%	22%	0%	40%	43%	1%
Neither a good nor bad description	31%	40%	18%	34%	43%	27%	0%	21%	10%	32%	41%	22%	63%	81%	26%	30%	0%
Bad description	6%	0%	0%	12%	3%	6%	0%	0%	0%	0%	9%	0%	0%	0%	23%	27%	0%
Very bad description	5%	16%	0%	0%	0%	6%	0%	0%	0%	18%	0%	6%	14%	0%	0%	0%	0%
Don t know	27%	22%	24%	16%	18%	33%	0%	47%	64%	0%	24%	43%	0%	19%	11%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(64.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	4%	0%	3%	5%	0%	5%	0%	4%	1%	1%	1%	9%	0%	0%	0%	0%	0%	0%
Good description	20%	46%	40%	14%	99%	14%	23%	20%	17%	3%	9%	21%	13%	30%	0%	1%	0%	1%
Neither a good nor bad description	18%	19%	7%	20%	0%	21%	21%	18%	32%	5%	2%	20%	6%	17%	14%	33%	1%	1%
Bad description	21%	14%	24%	21%	0%	22%	30%	22%	2%	89%	64%	13%	38%	19%	22%	65%	1%	92%
Very bad description	10%	1%	13%	10%	0%	11%	4%	11%	1%	1%	23%	10%	11%	14%	17%	1%	0%	6%
Don t know	26%	20%	12%	29%	0%	26%	22%	25%	47%	1%	0%	26%	32%	19%	47%	0%	97%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(64.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Region																	
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66	
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56	
Very good description	4%	9%	0%	0%	0%	0%	0%	0%	0%	0%	9%	20%	0%	0%	0%	0%	0%	50%	0%
Good description	20%	54%	0%	50%	0%	0%	0%	67%	0%	10%	18%	0%	15%	100%	15%	0%	0%	0%	13%
Neither a good nor bad description	18%	0%	66%	0%	0%	28%	0%	33%	50%	50%	18%	20%	38%	0%	23%	0%	0%	0%	13%
Bad description	21%	0%	0%	50%	33%	15%	66%	0%	25%	10%	9%	20%	23%	0%	31%	33%	0%	0%	44%
Very bad description	10%	18%	33%	0%	33%	1%	0%	0%	25%	0%	9%	0%	8%	0%	8%	33%	0%	0%	0%
Don t know	26%	18%	0%	0%	33%	56%	33%	0%	0%	30%	36%	40%	15%	0%	23%	33%	50%	0%	31%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(64.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	4%	0%	0%	10%	10%	2%	0%	0%	0%	16%	2%	8%	0%	0%	0%	0%	0%
Good description	20%	24%	21%	32%	16%	16%	0%	0%	19%	18%	11%	16%	49%	7%	19%	39%	0%
Neither a good nor bad description	18%	16%	18%	18%	10%	21%	0%	0%	7%	10%	5%	11%	36%	48%	40%	54%	0%
Bad description	21%	16%	5%	20%	47%	17%	0%	53%	10%	11%	50%	17%	1%	26%	30%	7%	1%
Very bad description	10%	22%	31%	14%	0%	9%	100%	0%	0%	27%	8%	12%	14%	3%	0%	0%	0%
Don t know	26%	22%	24%	6%	18%	35%	0%	47%	64%	18%	24%	36%	0%	15%	11%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(65.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Very good description	2%	35%	3%	0%	0%	3%	7%	2%	9%	1%	1%	2%	0%	0%	0%	0%	0%	0%
Good description	16%	12%	18%	16%	2%	14%	8%	17%	2%	4%	9%	17%	5%	26%	14%	1%	0%	86%
Neither a good nor bad description	27%	18%	43%	25%	98%	26%	23%	27%	33%	5%	23%	25%	26%	40%	47%	19%	1%	2%
Bad description	24%	15%	24%	25%	0%	26%	34%	24%	9%	46%	44%	21%	34%	11%	17%	71%	1%	7%
Very bad description	4%	1%	0%	5%	0%	5%	5%	4%	1%	1%	22%	7%	3%	0%	0%	0%	1%	6%
Don t know	27%	20%	12%	30%	0%	27%	22%	25%	47%	43%	1%	28%	32%	22%	23%	9%	96%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(65.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Very good description	2%	0%	0%	0%	0%	0%	0%	33%	0%	0%	9%	20%	0%	0%	0%	0%	0%	0%
Good description	16%	27%	0%	50%	0%	0%	0%	1%	0%	0%	27%	0%	23%	0%	15%	0%	0%	19%
Neither a good nor bad description	27%	45%	33%	0%	67%	29%	0%	33%	25%	30%	9%	20%	23%	100%	31%	33%	0%	25%
Bad description	24%	9%	66%	50%	0%	8%	33%	33%	50%	40%	9%	20%	31%	0%	38%	33%	50%	19%
Very bad description	4%	0%	0%	0%	0%	1%	33%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	6%
Don t know	27%	18%	0%	0%	33%	62%	33%	0%	25%	30%	36%	40%	23%	0%	15%	33%	50%	31%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(65.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Very good description	2%	0%	0%	10%	3%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	6%	0%
Good description	16%	22%	21%	19%	5%	18%	100%	0%	35%	18%	4%	11%	0%	41%	0%	66%	0%
Neither a good nor bad description	27%	40%	18%	26%	41%	22%	0%	0%	19%	52%	36%	12%	86%	10%	42%	0%	0%
Bad description	24%	16%	36%	16%	27%	26%	0%	21%	0%	1%	33%	34%	14%	8%	44%	28%	1%
Very bad description	4%	0%	0%	19%	5%	0%	0%	32%	0%	1%	0%	6%	0%	26%	0%	0%	0%
Don t know	27%	22%	24%	11%	19%	34%	0%	47%	46%	28%	24%	37%	0%	15%	14%	0%	99%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(66.A) Does your business use Google s search console? Google s Search Console is a service which allows people to manage how their websites display on search engines.

	Total	Role at Organization			Public or Private Sector		Woman-led business	Number of Employees				Revenue						
		VP, Director, Manager	C-Level	Founder	Public	Private	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million
Unweighted	509	91	260	158	34	416	145	101	120	119	169	98	45	57	48	85	44	121
Weighted	509	30	71	409	7	444	155	480	25	3	1	236	108	84	26	14	6	4
Yes, we do	28%	43%	47%	23%	1%	28%	33%	28%	19%	49%	26%	23%	28%	29%	30%	71%	1%	92%
No, we don t	55%	16%	49%	58%	98%	54%	55%	56%	35%	49%	45%	62%	65%	55%	34%	11%	2%	8%
Don t know	18%	41%	3%	19%	1%	18%	11%	16%	47%	2%	29%	15%	7%	16%	36%	18%	97%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(66.B) Does your business use Google s search console? Google s Search Console is a service which allows people to manage how their websites display on search engines.

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	509	83	17	8	5	9	16	4	13	23	91	10	32	1	114	11	5	66
Weighted	509	81	13	10	15	21	23	6	19	23	94	10	29	3	83	15	7	56
Yes, we do	28%	27%	33%	50%	0%	7%	67%	66%	0%	40%	27%	20%	15%	0%	31%	0%	0%	38%
No, we don t	55%	63%	67%	50%	100%	36%	0%	33%	75%	40%	46%	60%	77%	0%	61%	100%	50%	44%
Don t know	18%	9%	0%	0%	0%	57%	33%	1%	25%	20%	27%	20%	8%	100%	8%	0%	50%	19%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions

(66.C) Does your business use Google s search console? Google s Search Console is a service which allows people to manage how their websites display on search engines.

	Total	Age of Company					Revenue Change										
		Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	509	7	19	66	137	276	5	14	42	91	107	102	48	34	36	21	4
Weighted	509	39	24	86	76	281	8	11	34	47	85	154	36	30	52	32	4
Yes, we do	28%	21%	37%	48%	43%	18%	0%	53%	29%	19%	32%	20%	0%	33%	42%	60%	0%
No, we don t	55%	79%	63%	38%	47%	57%	100%	47%	54%	81%	52%	58%	72%	52%	35%	14%	100%
Don t know	18%	0%	0%	14%	10%	25%	0%	0%	17%	0%	17%	23%	28%	15%	23%	27%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 20th May 2023

Data weighted by employee size (business count) and region to Nationally Representative proportions